NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 5, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	31.1	24,200
2	ACADEMY AWARDS(S)	31.0	24,120
3	60 MINUTES	28.3	22,020
4	BARBARA WALTERS SPECIAL(S)	27.8	21,630
5	MASADA PART I(S)	27.5	21,400
6	DUKES OF HAZZARD	27.3	21,240
7	M*A*S*H	26.7	20,770
8	JEFFERSONS#	25.2	19,610
9	HOUSE CALLS	25.0	19,450
9	LOVE BOAT	25.0	19,450
11	GONE WITH THE WIND PT. 2(S)	24.7	19,220
12	DIFF'RENT STROKES	21.7	16,880
13	MAGNUM, P.I.	21.1	16,420
13	THAT'S INCREDIBLE#	21.1	16,420
15	ARCHIE BUNKER'S PLACE	20.9	16,260
15	GREATEST AMERICAN HERO	20.9	16,260
15	REAL PEOPLE	20.9	16,260
18	ALICE	20.7	16,100
18	NCAA CHAMP.SERIES-MON.(S)	20.7	16,100
20	ONE DAY AT A TIME#	20.6	16,030

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DUKES OF HAZZARD	21.3	44,400
2	DALLAS	20.7	43,180
3	ACADEMY AWARDS(S)	19.1	39,920
4	MASADA PART I(S)	19.0	39,640
5	60 MINUTES	18.5	38,680
6	BARBARA WALTERS SPECIAL(S)	18.3	38,210
7	M*A*S*H	17.7	36,990
8	LOVE BOAT	17.3	36,210
9	GREATEST AMERICAN HERO	17.3	36,120
10	JEFFERSONS#	17.1	35,730
11	HOUSE CALLS	15.6	32,630
12	CHIPS	15.3	31,980
13	GONE WITH THE WIND PT. 2(S)	15.1	31,520
14	DIFF'RENT STROKES	14.8	30,950
15	THAT'S INCREDIBLE#	14.6	30,450
16	MAGNUM, P.I.	14.4	30,040
17	LITTLE HOUSE-PRAIRIE#	14.4	29,980
18	ONE DAY AT A TIME#	14.0	29,170
19	NCAA CHAMP.SERIES-MON.(S)	13.9	29,060
20	REAL PEOPLE	13.9	28,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	26.6	21,680
2	ACADEMY AWARDS(S)	26.1	21,290
3	BARBARA WALTERS SPECIAL(S)	24.1	19,640
4	MASADA PART I(S)	23.0	18,790
5	60 MINUTES	21.6	17,590
6	M*A*S*H	21.0	17,150
7	DUKES OF HAZZARD	21.0	17,110
7	JEFFERSONS#	21.0	17,110
9	GONE WITH THE WIND PT. 2(S)	20.7	16,850
10	HOUSE CALLS	20.0	16,270
11	LOVE BOAT	19.6	16,010
12	KNOTS LANDING#	18.0	14,700
13	MAGNUM, P.I.	17.8	14,530
14	ONE DAY AT A TIME#	17.3	14,070
15	ARCHIE BUNKER'S PLACE	16.7	13,640
16	ALICE	16.6	13,520
17	LITTLE HOUSE-PRAIRIE#	16.3	13,300
18	REAL PEOPLE	16.3	13,290
19	TRAPPER JOHN, M.D.	16.2	13,200

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MASADA PART I(S)	24.7	18,090
2	60 MINUTES	23.6	17,320
3	DALLAS	19.9	14,620
4	ACADEMY AWARDS(S)	19.7	14,470
5	NCAA CHAMP.SERIES-MON.(S)	19.4	14,250
6	DUKES OF HAZZARD	17.0	12,480
7	M*A*S*H	17.0	12,440
8	JEFFERSONS#	16.8	12,310
9	BARBARA WALTERS SPECIAL(S)	16.8	12,300
10	ABC SUNDAY NIGHT MOVIE#	16.0	11,720
11	ARCHIE BUNKER'S PLACE	16.0	11,710
12	HOUSE CALLS	15.2	11,140
13	NCAA CHAMP.SERIES-PRE-MO(S)	14.4	10,530
14	REAL PEOPLE	14.1	10,370
15	GONE WITH THE WIND PT. 2(S)	13.7	10,060
16	GREATEST AMERICAN HERO	13.7	10,050
17	CHIPS	13.7	10,030
18	LOBO	13.6	9,970
18	LOVE BOAT	13.6	9,970
20	COUNTRY COMES HOME(S)	13.5	9,940
21	BARNEY MILLER	13.5	9,930
22	THAT'S INCREDIBLE#	13.5	9,910

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 5, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ACADEMY AWARDS(S)	25.6	13,030
2	BARBARA WALTERS SPECIAL(S)	24.6	12,490
3	MASADA PART I(S)	24.0	12,180
4	DALLAS	23.7	12,070
5	M*A*S*H	19.3	9,810
6	DUKES OF HAZZARD	19.0	9,660
7	LOVE BOAT	18.7	9,490
8	GONE WITH THE WIND PT. 2(S)	18.3	9,320
9	HOUSE CALLS	18.2	9,280
10	KNOTS LANDING#	17.9	9,100
11	GREATEST AMERICAN HERO	17.5	8,920
12	JEFFERSONS#	17.1	8,690
13	SHOW BUSINESS(S)	16.3	8,280
14	HART TO HART#	16.1	8,180
15	QUINCY, M.E.#	15.8	8,010
16	TOO CLOSE FOR COMFORT#	14.9	7,580
17	FANTASY ISLAND#	14.9	7,570
18	THREE'S COMPANY#	14.9	7,560
19	TAXI	14.8	7,520
20	MORK & MINDY	14.6	7,420
20	60 MINUTES	14.6	7,420

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	34.5	8,570
2	DALLAS	29.8	7,390
3	JEFFERSONS#	28.3	7,010
4	ALICE	27.9	6,920
5	REAL PEOPLE	27.9	6,910
6	ARCHIE BUNKER'S PLACE	27.7	6,870
7	ACADEMY AWARDS(S)	25.9	6,430
8	ONE DAY AT A TIME#	25.6	6,350
9	MAGNUM, P.I.	25.3	6,280
10	WALTONS#	23.9	5,940
11	DUKES OF HAZZARD	23.8	5,900
12	BARBARA WALTERS SPECIAL(S)	23.2	5,760
13	M*A*S*H	22.9	5,690
14	GONE WITH THE WIND PT. 2(S)	22.7	5,630
15	LOVE BOAT	22.4	5,550
16	LITTLE HOUSE-PRAIRIE#	21.9	5,430
17	TRAPPER JOHN, M.D.	21.8	5,410
18	HOUSE CALLS	21.5	5,330

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MASADA PART I(S)	25.3	12,320
2	ACADEMY AWARDS(S)	19.1	9,260
3	NCAA CHAMP.SERIES-MON.(S)	18.6	9,030
4	ABC SUNDAY NIGHT MOVIE#	17.0	8,280
5	60 MINUTES	16.9	8,210
6	DALLAS	16.6	8,080
7	BARBARA WALTERS SPECIAL(S)	16.6	8,050
8	GREATEST AMERICAN HERO	16.0	7,760
9	M*A*S*H	15.0	7,300
10	DUKES OF HAZZARD	14.7	7,150
11	BARNEY MILLER	13.6	6,620
12	HOUSE CALLS	13.6	6,610
12	TAXI	13.6	6,610
14	20/20	13.4	6,490
15	LOVE BOAT	13.3	6,480
16	CHIPS	13.0	6,310
17	INCREDIBLE HULK	12.7	6,150
18	MORK & MINDY	12.6	6,110
19	JEFFERSONS#	12.3	5,980

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	37.8	7,300
2	JEFFERSONS#	28.5	5,500
3	DALLAS	26.4	5,100
4	ARCHIE BUNKER'S PLACE	25.8	4,980
5	REAL PEOPLE	25.1	4,850
6	MASADA PART I(S)	23.8	4,600
7	ALICE	23.0	4,450
8	ACADEMY AWARDS(S)	20.6	3,980
9	DUKES OF HAZZARD	20.5	3,970
10	M*A*S*H	20.2	3,910
11	NCAA CHAMP.SERIES-MON.(S)	19.7	3,810
12	LOBO	19.6	3,780
13	LITTLE HOUSE-PRAIRIE#	19.2	3,710
14	COUNTRY COMES HOME(S)	19.1	3,690
15	PROJECT PEACOCK(S)	19.0	3,680
16	BARBARA MANDRELL	19.0	3,670
17	MAGNUM, P.I.	18.9	3,660
17	NCAA CHAMP.SERIES-PRE-MO(S)	18.9	3,660
19	ONE DAY AT A TIME#	18.8	3,640
20	GONE WITH THE WIND PT. 2(S)	18.0	3,480
21	HOUSE CALLS	18.0	3,470
22	BARBARA WALTERS SPECIAL(S)	17.7	3,430
22	NBC NIGHTLY NEWS	17.7	3,430

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PERMISSIBLE USES
OF THIS NATIONAL NIELSEN TELEVISION REPORT

ERRATA NOTICE

The time statement for the program One Life To Live on page 39 of this report is incorrect for Monday Week 2. The correct information is as follows:

WEEK	DAY	START TIME	DURATION
2	Mon	2.00P	42
		&2.52P	7

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	19	188	189	A	10.7	18	832	1745	685	353	737	327	550	440	345	147	731	318	502	492	354	152	164	84^	113^	95^
1 FRI. 9.00P 120 ABC FF		96	96	B	13.4	22	1043	1812	717	321	810	348	542	457	359	199	629	274	424	392	286	148	194	98	179	132
2 FRI. 9.00P 111																										
9.00 - 9.30				A	10.8	18	840	1662	670	304	718	258	469	440	365	205	675	276	434	444	321	163	150	82^	119^	101^
9.30 - 10.00				A	10.7	18	832	1694	613	272	666	251	479	428	352	153	734	324	490	471	334	168	166	87^	128^	103^
10.00 - 10.30				A	10.5	18	817	1869	775	463	810	432	660	446	335	111^	760	353	555	523	366	125^	187	101^	112^	91^
10.30 - 11.00				A	10.8	19	840	1775	690	389	758	376	600	440	330	114^	769	322	544	540	408	151	158	68^	90^	83^
ABC MOVIE SPECIAL(S)		188		A	12.9	21	1004	2099	655	288	724	260	443	445	378	191^	558	250	367	338	237	155^	196^	78^	621	384
1 SUN. 7.00P 90 ABC FF		98																								
7.00 - 7.30				A	10.6	18	825	2128	660	318	730	277^	458	449	393	187^	590	266^	396	345	256^	164^	213^	92^	595	348
7.30 - 8.00				A	12.3	20	957	2104	657	317	724	271	450	463	381	173^	526	225^	341	311	227^	158^	196^	72^	658	399
8.00 - 8.30				A	15.7	25	1221	2088	651	245	718	238	421	430	365	209	570	261	373	355	238	151^	187^	76^	613	396
ABC MOVIE SPECIAL(S)			196	A	13.2	21	1027	2122	687	271	808	335	490	418	363	248	624	235	382	327	302	200^	171^	79^	519	328
2 SUN. 7.00P 120 ABC FF			99																							
7.00 - 7.30				A	9.8	16	762	1933	681	237^	799	342	462	369	348	279^	516	176^	288^	259^	282^	197^	160^	66v	458	276^
7.30 - 8.00				A	11.5	18	895	2078	695	263^	817	377	520	416	332	241^	590	231^	366	320	272	193^	154^	79^	517	311
8.00 - 8.30				A	14.6	23	1136	2143	662	281	788	306	477	435	369	238	625	244	387	335	296	188^	173^	76^	557	351
8.30 - 9.00				A	16.8	25	1307	2249	709	291	830	329	497	441	389	245	711	270	441	362	333	216	180^	90^	528	355
ABC NEWSBRIEF-M-F	128	185	192	A	17.3	27	1346	1695	757	319	833	321	507	460	373	244	578	232	359	339	263	163	154	95	130	91
1 M-TH 9.58P 1 ABC N		96	98	B	17.1	26	1330	1768	726	310	799	311	483	428	354	246	624	256	389	350	274	184	167	89	178	125
1 FRI. 8.57P 2																										
2 MON. 10.30P 2																										
2 TU-TH 9.58P 1																										
2 FRI. 8.58P 1																										
ABC NEWSBRIEF-SAT.	26	192	190	A	19.8	34	1540	2010	694	317	778	328	497	402	307	239	512	199	333	294	233	146	294	145	426	321
1 SAT. 9.58P 1 ABC N		97	97	B	22.2	37	1727	1982	781	324	862	331	518	444	363	283	568	224	354	303	247	176	227	135	325	247
2 SAT. 8.58P 1																										
ABC NEWSBRIEF-SUN.	26	195	194	A	17.3	26	1346	2070	682	264	778	267	442	427	391	244	670	269	428	368	312	186	175	90	447	302
1 SUN. 8.28P 1 ABC N		98	98	B	15.5	23	1206	2031	703	289	778	299	471	422	351	234	714	284	459	404	335	197	210	104	329	219
2 SUN. 8.58P 1																										
ABC SUNDAY NIGHT MOVIE	24	199		A	19.4	31	1509	1780	518	225	621	242	420	382	319	144^	776	384	548	472	337	153^	220	59^	163	138^
1 SUN. 8.30P 133 ABC FF		99		B	19.3	29	1502	1891	722	326	805	338	546	470	375	195	740	327	513	456	335	167	190	86	156	111
8.30 - 9.00				A	16.5	25	1284	1814	535	243	646	238	395	373	341	171^	746	367	504	426	319	164^	167^	55^	255	188
9.00 - 9.30				A	19.1	29	1486	1765	503	204	612	219	385	338	319	173	720	341	480	436	317	159^	234	50^	199	180
9.30 - 10.00				A	20.1	31	1564	1766	522	208	624	241	428	385	324	147^	770	364	546	487	348	150^	217	39^	155	139^
10.00 - 10.30				A	21.3	36	1657	1789	520	238	610	259	449	415	299	111^	832	431	619	521	353	145	242	81^	105^	93^
ABC WORLD NEWS TONIGHT	128	202	202	A	12.2	23	949	1600	686	260	762	173	336	340	374	348	650	154	293	334	366	261	78	34^	110	62
1 M-F 6.30P 30 ABC N		99	99	B	12.7	22	988	1624	699	241	776	186	331	321	374	377	640	164	296	311	329	273	88	48	120	69
2 TU-F 6.30P 30																										
ABC WRLD NEWS TONIGHT-SUN	24	145	158	A	9.5	19	739	1674	637	177	656	141^	243	279	313	343	832	268	425	410	380	338	51^	22v	135^	83^
SUN. 6.30P 30 ABC N		78	83	B	9.3	16	724	1726	737	231	785	193	345	355	361	366	701	205	355	331	325	289	101	44	139	89
ACADEMY AWARDS(S)			211	A	31.0	58	2412	1655	793	310	884	331	541	468	415	267	600	213	384	356	300	165	128	85^	43^	34^
2 TUE. 10.00P 165 ABC AC			99																							
10.00 - 10.30				A	34.1	52	2653	1740	805	345	891	292	515	466	430	296	617	217	374	352	291	184	159	110	73^	57^
10.30 - 11.00				A	34.3	55	2669	1669	788	305	865	297	496	454	409	286	611	224	375	359	287	170	132	77^	61^	45^
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
ACADEMY AWARDS(S)-CONT'D																										
11.00 - 11.30				A	31.0	55	2412	1681	795	301	881	339	546	467	414	261	647	243	430	376	318	167	120	78^	33^	26^
11.30 - 12.00				A	29.8	63	2318	1670	790	317	886	345	566	483	413	250	621	205	411	382	334	162	140	96^	23v	20v
12.00 - 12.30				A	28.0	67	2178	1541	786	285	892	370	570	470	408	246	519	180	342	325	279	142	109^	73^	21v	21v
ALICE	19	195	192	A	20.7	31	1610	1754	760	277	840	207	347	321	364	432	590	141	265	255	284	277	144	78	180	138
1 SUN. 8.30P 30 CBS CS		99	99	B	23.1	33	1797	1811	806	291	881	243	422	398	400	388	598	158	284	279	288	265	148	78	184	132
2 SUN. 9.30P 30																										
ALOHA PARADISE	5	187	202	A	16.1	25	1253	1717	755	308	823	327	514	457	329	247	539	246	321	290	211	159	204	158	151	91^
WED. 9.00P 60 ABC CS		95	99	B	17.7	27	1377	1748	750	343	832	325	508	435	344	270	585	236	330	285	243	203	174	118	157	103
9.00 - 9.30				A	15.8	24	1229	1755	755	306	825	326	530	475	343	234	548	244	325	309	222	161	214	169	168	98^
9.30 - 10.00				A	16.3	26	1268	1684	761	311	823	325	498	439	323	261	529	246	315	274	200	157	198	149	134	85^
ARCHIE BUNKER'S PLACE	18	190	198	A	20.9	33	1626	1774	769	317	840	208	355	314	383	423	721	194	352	346	344	305	95	55^	118	72^
SUN. 8.00P 30 CBS CS		97	99	B	21.7	32	1688	1820	795	300	879	230	392	369	398	411	659	158	295	300	328	306	117	62	165	114
BARBARA MANDRELL	17	197	206	A	15.5	27	1206	1927	751	206	803	177	310	334	401	410	757	218	366	372	383	304	105	53^	262	132
SAT. 8.00P 60 NBC GV		95	99	B	16.6	28	1291	1993	783	289	871	224	421	411	434	374	727	205	377	368	375	275	122	56	273	171
8.00 - 8.30				A	15.2	27	1183	1931	757	209	811	181	316	334	402	416	745	203	345	359	382	315	105	53^	270	131
8.30 - 9.00				A	15.7	27	1221	1927	744	202	796	170	303	334	403	410	769	236	388	383	383	293	104	54^	258	134
BARBARA WALTERS SPECIAL(S)			208	A	27.8	43	2163	1767	802	327	908	316	577	491	429	265	569	175	373	357	300	159	195	137	95^	54^
2 TUE. 9.00P 60 ABC DN			99																							
9.00 - 9.30				A	27.3	42	2124	1796	814	322	918	322	589	510	436	259	577	176	381	365	311	158	210	135	91^	46^
9.30 - 10.00				A	28.4	44	2210	1727	786	331	893	307	563	469	420	272	558	173	363	351	288	157	178	139	98^	63^
BARNEY MILLER	19	196	196	A	17.9	28	1393	1778	674	268	743	339	522	446	317	155	713	336	476	398	282	178	170	88	152	106
THU. 9.00P 30 ABC CS		97	99	B	18.8	29	1463	1763	718	307	786	328	499	432	337	218	609	265	402	353	261	164	182	94	186	133
BENSON	21	193	199	A	16.2	28	1260	1772	768	320	824	287	450	424	370	294	464	158	259	246	227	152	158	82^	326	216
FRI. 8.00P 30 ABC CS		96	98	B	16.3	27	1268	1809	774	321	849	275	462	438	404	308	539	174	295	282	268	190	168	96	253	177
BERLIN TUNNEL 21(S)		188		A	16.0	26	1245	1525	680	277	718	183^	421	428	418	229	647	168^	339	383	383	235	57^	45v	103^	65^
1 WED. 8.00P 180 CBS GD		98																								
8.00 - 8.30				A	14.3	23	1113	1533	667	266	718	167^	391	400	416	249	607	123^	313	348	374	240	38v	28v	170^	96^
8.30 - 9.00				A	14.5	22	1128	1530	654	289	703	195^	397	399	384	233	599	129^	297	341	358	241	59^	49v	169^	97^
9.00 - 9.30				A	16.5	26	1284	1564	678	265	715	185	426	438	411	222	671	167^	346	389	397	249	77^	61^	101^	62^
9.30 - 10.00				A	16.6	26	1291	1543	659	267	697	168^	409	422	423	216	700	191	375	420	410	251	60^	50^	86^	58^
10.00 - 10.30				A	17.6	30	1369	1516	712	293	747	194	459	462	440	224	637	185	347	397	380	211	60^	40v	72^	54^
10.30 - 11.00				A	16.5	31	1284	1464	709	279	728	192	438	444	427	227	646	196	340	388	376	216	44v	34v	46v	36v
BIG EVENT	25	204	203	A	14.3	22	1113	1934	678	276	748	290	485	421	348	209	824	292	497	455	426	251	196	57^	166	119
SUN. 9.00P 120 NBC FV		98	99	B	18.7	28	1455	1919	715	314	793	328	528	458	363	200	788	341	545	470	365	184	177	77	161	113
9.00 - 9.30				A	14.6	21	1136	1945	676	293	740	286	471	405	317	224	766	274	466	422	381	234	214	72^	225	149
9.30 - 10.00				A	14.5	21	1128	1921	673	288	738	291	469	409	324	211	807	302	498	444	399	242	194	50^	182	124
10.00 - 10.30				A	14.2	22	1105	1942	680	267	757	303	505	439	357	194	863	303	517	475	461	261	187	53^	135	104^
10.30 - 11.00				A	13.8	23	1074	1932	691	254	759	284	496	438	390	203	864	294	506	479	467	269	188	51^	121	102^
BJ AND THE BEAR	11	191	200	A	16.8	25	1307	2073	656	252	724	245	398	365	315	276	713	251	419	388	367	240	209	75^	427	267
TUE. 9.00P 60 NBC A		98	99	B	18.4	27	1432	2013	684	256	747	256	415	362	324	276	750	265	442	389	361	247	202	73	314	205
9.00 - 9.30				A	16.5	24	1284	2035	631	247	704	230	378	344	311	277	692	222	395	360	372	250	204	70^	435	276
9.30 - 10.00				A	17.1	25	1330	2102	676	255	742	259	419	387	321	271	733	279	443	412	360	231	211	78^	416	254

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
BOSOM BUDDIES	18	195	196	A	17.4	28	1354	1905	608	281	682	339	516	419	285	122	556	278	394	313	212	106	250	138	417	280
1 THU. 8.30P 30 ABC CS		95	98	B	17.8	27	1385	1968	683	322	758	350	533	431	317	171	592	289	429	354	240	122	260	144	358	249
2 THU. 8.00P 30																										
BRADY BRIDES	5	193	197	A	14.5	24	1128	1992	840	277	873	273	450	442	412	327	528	148	261	243	278	217	207	122	384	264
FRI. 8.30P 30 NBC CS		98	98	B	14.5	24	1128	1932	747	250	832	293	469	390	358	293	535	164	272	255	257	205	191	107	374	264
BUCK ROGERS-25TH CENTURY	9	196		A	13.5	22	1050	1824	521	236	569	292	423	367	200^	113^	611	350	494	378	221^	89^	192^	68^	452	271
1 THU. 8.00P 60 NBC SF		94		B	15.3	23	1190	2072	636	269	690	307	498	423	298	147	667	315	503	439	304	110	237	81	478	310
8.00 - 8.30				A	13.1	21	1019	1833	521	238	574	292	422	354	202^	119^	611	330	480	372	235	101^	187^	66^	461	269
8.30 - 9.00				A	13.9	22	1081	1805	523	232	565	293	423	377	198^	108^	610	374	511	381	202^	77^	186^	65^	444	274
CBS EVENING NEWS-RATHER	129	197	197	A	14.5	27	1128	1589	708	186	771	159	299	319	383	396	638	148	290	294	316	291	65	35^	115	74
1 M-F 6.30P 30 CBS N		99	99	B	15.5	27	1206	1578	708	215	769	149	288	324	377	399	636	136	279	287	329	302	79	38	94	59
2 TU-F 6.30P 30																										
CBS EVENING NEWS-DEAN	17	149	171	A	10.7	20	832	1803	696	228	754	141^	256	306	353	422	844	254	400	405	374	363	83^	29v	122^	81^
SUN. 6.30P 30 CBS N		86	92	B	10.6	18	825	1667	731	261	810	175	308	318	368	434	693	166	306	323	337	325	61	26	103	66
CBS NEWS SPECIAL(S)		177		A	11.4	20	887	1581	673	267	737	231^	338	378	340	253^	590	234^	320	324	301	180^	131^	78^	123^	91^
1 SAT. 8.30P 90 CBS DN		98																								
8.30 - 9.00				A	11.9	21	926	1630	647	307	729	307	382	359	267	228^	599	235^	320	334	310	188^	161^	98^	141^	94^
9.00 - 9.30				A	11.2	19	871	1574	653	239^	708	195^	310	354	342	263^	611	224^	312	357	329	178^	136^	84^	119^	84^
9.30 - 10.00				A	11.0	19	856	1546	723	259^	779	186^	323	422	415	273^	561	243^	328	285	260^	174^	101^	53v	105^	92^
CBS SAT. NEWS-SCHIEFFER	27	151	150	A	10.0	22	778	1734	827	196	887	202	280	260	360	533	715	179	319	303	295	373	72^	33v	60^	31v
SAT. 6.30P 30 CBS N		85	85	B	10.9	21	848	1603	724	197	784	138	265	287	362	445	667	148	275	275	327	335	64	29	88	52
CBS TUESDAY NIGHT MOVIES	15		184	A	10.9	17	848	1598	731	285	737	274^	456	409	329	232^	642	307	439	374	243^	134^	125^	48v	94^	73^
2 TUE. 9.00P 120 CBS FF			99	B	17.9	28	1393	1725	758	293	853	320	527	463	387	258	611	224	378	350	302	175	148	82	113	74
9.00 - 9.30				A	13.0	19	1011	1683	763	332	763	246	433	399	375	263	651	280	423	390	276	143^	131^	49v	138^	100^
9.30 - 10.00				A	11.9	18	926	1630	715	282	715	282	432	379	301	238^	649	308	437	401	264	134^	143^	35v	123^	88^
10.00 - 10.30				A	10.3	16	801	1459	682	248^	700	277^	461	404	283^	210^	604	329	439	323	180^	118^	112^	53v	43v	43v
10.30 - 11.00				A	8.5	14	661	1546	740	257^	748	290^	507	470	342^	193^	649	311^	454	362	227^	139^	106^	58v	43v	43v
CHIPS	15	211	211	A	18.9	29	1470	2176	712	293	759	292	477	412	313	245	684	235	429	383	353	192	290	131	443	287
SUN. 8.00P 60 NBC OP		99	99	B	20.0	29	1556	2260	713	284	798	328	520	438	339	224	746	312	515	452	350	174	242	95	474	316
8.00 - 8.30				A	18.0	28	1400	2127	695	290	749	289	466	404	304	247	670	224	415	378	357	187	272	126	436	282
8.30 - 9.00				A	19.9	30	1548	2200	723	294	761	290	479	411	317	247	688	246	440	385	346	191	300	135	451	290
COMMAND PERFORMANCE(S)		197		A	14.8	24	1151	1526	750	233	774	154^	312	342	391	401	612	129^	267	293	325	292	89^	43v	51v	48v
1 THU. 9.00P 120 NBC GV		97																								
9.00 - 9.30				A	15.0	23	1167	1483	724	190^	747	166^	303	322	341	382	549	120^	240	264	295	257	87^	42v	100^	90^
9.30 - 10.00				A	15.7	24	1221	1532	732	240	758	159^	302	323	379	401	597	102^	245	288	339	295	96^	42v	81^	78^
10.00 - 10.30				A	15.1	24	1175	1573	766	254	791	149^	325	357	417	411	648	154^	296	311	327	299	117^	56^	17v	17v
10.30 - 11.00				A	13.3	23	1035	1509	779	243	801	142^	314	367	431	415	654	141^	288	304	341	322	54v	34v	LT	LT
COUNTRY COMES HOME(S)			195	A	19.0	30	1478	1729	771	266	846	213	447	456	451	341	673	140^	344	388	415	249	133^	64^	77^	46^
2 WED. 9.00P 120 CBS GD			98																							
9.00 - 9.30				A	18.2	28	1416	1831	776	283	860	249	452	450	424	335	683	121^	355	410	447	253	164^	87^	124^	84^
9.30 - 10.00				A	20.2	31	1572	1770	756	284	838	216	432	439	430	340	678	122^	347	402	450	250	145^	78^	109^	74^
10.00 - 10.30				A	19.8	32	1540	1660	774	248	835	196	455	477	473	328	644	154	334	365	379	234	130^	55^	51^	21v
10.30 - 11.00				A	17.9	31	1393	1635	774	242	839	191	440	454	473	354	679	159^	337	369	379	264	100^	35v	17v	LT
DALLAS	19	204	207	A	31.1	54	2420	1784	817	319	896	326	498	467	407	306	604	212	333	314	269	210	129	79	155	117
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DALLAS-CONT'D																										
FRI. 10.00P 60 CBS GD		99	99	B	35.0	57	2723	1855	829	315	912	348	538	479	399	300	627	242	373	335	278	206	151	88	165	127
10.00 - 10.30				A	30.8	52	2396	1794	812	313	892	327	497	466	401	304	605	212	336	314	271	208	129	83	168	127
10.30 - 11.00				A	31.3	55	2435	1774	822	328	901	328	502	472	410	307	604	212	330	312	267	215	128	75	141	106
DIFF'RENT STROKES	19	195	205	A	21.7	34	1688	1834	696	268	772	270	407	360	348	295	518	184	299	249	244	186	202	94	342	256
WED. 9.00P 30 NBC CS		98	99	B	20.7	32	1610	1920	750	293	810	250	426	397	376	309	562	171	311	286	274	209	239	108	309	232
DISNEY'S WONDERFUL WORLD	19	209	211	A	13.2	22	1027	2331	708	233	769	338	490	452	308	233	631	249	445	384	341	149	276	117	655	398
SUN. 7.00P 60 NBC FV		99	99	B	15.4	24	1198	2374	666	281	746	333	506	439	311	195	679	296	482	416	318	157	252	107	697	424
7.00 - 7.30				A	12.0	20	934	2321	712	206	757	328	471	447	304	235	636	255	439	392	339	158	246	107^	682	401
7.30 - 8.00				A	14.4	23	1120	2322	700	249	773	341	499	449	309	234	622	241	446	379	342	139	298	126	629	392
DUKES OF HAZZARD	18	195	204	A	27.3	45	2124	2090	731	277	805	291	456	414	367	276	588	199	337	331	303	186	213	107	484	332
FRI. 9.00P 60 CBS CS		98	99	B	27.6	44	2147	2133	726	271	796	293	472	416	364	264	632	220	376	341	320	207	196	96	509	360
9.00 - 9.30				A	26.2	43	2038	2114	723	272	803	296	457	412	357	277	590	201	341	328	300	190	212	104	509	346
9.30 - 10.00				A	28.3	47	2202	2073	740	285	809	284	454	415	380	280	589	199	336	334	303	184	213	110	462	319
DYNASTY	9	191		A	17.9	26	1393	1610	708	332	782	294	486	457	364	237	577	248	361	338	248	148^	118^	83^	133^	69^
1 MON. 9.00P 60 ABC GD		98		B	18.2	27	1416	1715	767	330	834	319	513	480	381	242	646	259	377	358	290	192	134	74	101	65
9.00 - 9.30				A	17.4	25	1354	1644	714	318	778	293	482	451	358	237	575	242	353	337	249	153^	117^	81^	174^	92^
9.30 - 10.00				A	18.4	28	1432	1572	701	342	784	297	487	459	366	237	575	253	365	337	244	144^	119^	84^	94^	45^
EIGHT IS ENOUGH	2	194	195	A	15.6	27	1214	2156	696	281	759	326	475	393	272	245	535	214	335	283	215	170	263	138	599	401
SAT. 8.00P 60 ABC CS		97	98	B	15.6	27	1214	2156	696	281	759	326	475	393	272	245	535	214	335	283	215	170	263	138	599	401
8.00 - 8.30				A	13.9	25	1081	2102	677	266	740	311	435	357	254	263	528	208	317	261	204	185	261	152	573	382
8.30 - 9.00				A	17.3	29	1346	2195	710	292	775	338	505	419	285	235	540	219	347	298	222	161	264	128	616	414
ENOS	15		186	A	14.8	23	1151	2151	795	338	860	333	505	435	381	318	710	239	411	418	402	258	229	78^	352	202^
2 WED. 8.00P 60 CBS CS			98	B	17.0	26	1323	2144	701	269	757	257	437	397	369	262	686	248	424	382	352	210	230	93	471	306
8.00 - 8.30				A	14.4	23	1120	2147	802	332	867	330	508	438	389	326	707	228	402	410	410	260	213	76^	360	210^
8.30 - 9.00				A	15.1	23	1175	2156	791	344	856	337	500	434	375	312	713	254	424	429	395	252	240	80^	347	196^
FACTS OF LIFE	16	190	199	A	18.8	30	1463	1759	668	250	739	270	391	344	341	278	502	206	308	242	229	166	211	95	307	235
WED. 9.30P 30 NBC CS		95	98	B	19.3	30	1502	1914	758	301	834	272	461	416	380	300	548	171	305	280	264	201	263	129	269	206
FANTASY ISLAND	21	196		A	19.4	37	1509	1793	632	278	737	314	502	363	328	215	509	204	326	283	238	151^	277	189	270	204
1 SAT. 10.00P 60 ABC A		98		B	20.8	37	1618	1876	749	329	835	341	535	454	357	248	581	242	377	321	249	167	222	130	238	187
10.00 - 10.30				A	19.6	37	1525	1794	635	288	738	313	499	359	321	217	504	207	332	289	233	138^	274	192	278	204
10.30 - 11.00				A	19.3	37	1502	1769	625	264	729	313	499	359	329	213	505	196	316	274	242	161	275	183	260	199
FLAMINGO ROAD SPECIAL(S)			200	A	16.7	27	1299	1727	790	389	872	302	502	416	414	301	630	188	304	321	314	245	139^	94^	86^	58^
2 THU. 9.00P 120 NBC GD			99																							
9.00 - 9.30				A	15.9	25	1237	1662	751	357	826	249	457	375	421	316	599	163^	263	287	291	268	133^	82^	104^	68^
9.30 - 10.00				A	16.3	25	1268	1721	750	348	816	263	458	396	399	298	658	204	329	358	311	250	153^	97^	94^	74^
10.00 - 10.30				A	17.1	28	1330	1769	832	420	925	343	550	448	417	297	640	198	317	327	324	235	128^	91^	76^	51^
10.30 - 11.00				A	17.6	31	1369	1727	812	425	903	342	529	439	413	288	618	184	305	306	325	228	134^	104^	72^	39v
FLO	3		192	A	13.0	22	1011	2062	726	310	804	217^	394	412	387	330	833	303	526	534	380	237	186^	58v	239	152^
2 SAT. 8.30P 30 CBS CS			97	B	14.2	24	1105	1887	738	314	820	241	418	394	377	328	645	215	370	349	300	230	175	84	247	154
GONE WITH THE WIND PT. 2(S)		201		A	24.7	39	1922	1640	773	318	878	323	486	454	376	294	523	187	283	275	228	181	161	133	78^	63^
1 TUE. 9.00P 120 CBS FF		99																								
9.00 - 9.30				A	22.4	33	1743	1687	782	296	886	302	454	440	373	319	528	192	270	263	209	196	174	147	99^	79^
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
GONE WITH THE WIND-CONT'D																										
9.30 - 10.00				A	25.5	38	1984	1646	783	306	888	313	481	456	385	305	500	187	256	245	193	183	168	135	90^	75^
10.00 - 10.30				A	26.0	42	2023	1607	767	328	868	329	495	462	375	282	522	179	294	286	249	175	148	126	69^	57^
10.30 - 11.00				A	24.8	42	1929	1626	763	339	869	343	508	457	376	272	543	188	315	304	261	172	156	127	58^	43^
GREATEST AMERICAN HERO	3	202	201	A	20.9	33	1626	2221	654	269	706	369	548	471	273	111	618	333	476	393	227	105	287	145	610	386
WED. 8.00P 60 ABC A		99	99	B	22.4	34	1743	2222	657	296	705	356	540	460	293	120	638	358	518	431	242	73	315	158	564	375
8.00 - 8.30				A	20.1	32	1564	2216	641	265	687	354	527	452	268	113	625	335	477	392	226	111	286	147	618	387
8.30 - 9.00				A	21.8	33	1696	2207	659	270	715	375	561	481	274	110	605	329	473	393	225	95	287	144	600	381
HAPPY DAYS	19	199	186	A	19.4	32	1509	1911	587	272	658	285	449	365	290	165	474	174	306	268	230	139	290	180	489	340
TUE. 8.00P 30 ABC CS		99	95	B	21.1	32	1642	1997	670	308	755	338	521	425	319	188	521	230	351	289	221	138	258	146	463	319
HARPER VALLEY	11	194	196	A	15.8	27	1229	1822	832	260	864	224	410	382	432	385	568	133	251	233	297	264	124	84^	266	176
FRI. 8.00P 30 NBC CS		97	97	B	17.3	28	1346	1917	789	274	870	260	431	372	397	370	625	161	282	266	307	286	131	66	291	207
HART TO HART	17	200		A	18.8	31	1463	1663	748	322	829	364	558	477	359	214	574	219	346	326	273	180	181	134^	79^	66^
1 TUE. 10.00P 60 ABC PD		99		B	20.0	32	1556	1709	734	292	809	318	518	458	368	229	632	282	422	352	266	173	171	96	97	68
10.00 - 10.30				A	19.0	30	1478	1652	734	331	817	366	551	471	356	211	565	214	337	312	268	184	175	128^	95^	82^
10.30 - 11.00				A	18.6	31	1447	1669	761	312	841	362	566	483	361	218	581	224	354	337	277	177	186	139^	61^	48^
HILL STREET BLUES	12	199	207	A	11.5	21	895	1760	685	265	727	287	426	379	323	222	785	347	509	468	371	187	113^	36^	135	107^
SAT. 9.00P 120 NBC OP		98	99	B	13.2	24	1027	1789	682	298	730	261	438	415	361	210	811	315	514	474	401	217	136	40	112	87
9.00 - 9.30				A	11.6	20	902	1869	736	271	789	313	432	357	334	275	799	320	490	432	393	219	110^	30v	171	128^
9.30 - 10.00				A	11.6	20	902	1879	715	261	767	316	461	382	334	229	817	363	519	459	372	208	128^	49^	167	127^
10.00 - 10.30				A	11.8	22	918	1690	650	260	682	265	414	394	306	194	780	360	526	499	365	166	114^	33^	114^	94^
10.30 - 11.00				A	11.1	21	864	1578	635	269	666	256	398	379	317	186	726	341	488	471	343	147	98^	30v	88^	78^
HILL STREET BLUES SP.-WED(S)		198		A	13.4	24	1043	1498	634	215^	695	277	374	364	298	210^	636	318	493	373	300	108^	75^	59^	92^	70^
1 WED. 10.00P 60 NBC OP		98																								
10.00 - 10.30				A	14.3	25	1113	1541	634	240	703	293	368	352	279	221	643	332	500	378	277	106^	77^	62^	118^	94^
10.30 - 11.00				A	12.5	23	973	1438	633	184^	681	253	376	374	320	198^	624	302	483	364	322	109^	73^	57v	60v	41v
HOUSE CALLS	19	193	198	A	25.0	37	1945	1678	743	293	837	300	476	443	376	275	572	208	339	318	285	178	140	73	129	90
MON. 9.30P 30 CBS CS		97	99	B	22.7	33	1766	1736	767	324	846	318	504	453	378	273	611	244	378	326	278	188	153	80	126	92
I'M A BIG GIRL NOW	20	196	198	A	15.1	25	1175	1700	735	310	835	289	452	423	366	303	505	165	289	304	255	155	114	53^	246	164
FRI. 8.30P 30 ABC CS		94	98	B	15.8	26	1229	1786	775	324	859	283	459	437	398	314	543	173	297	293	268	193	154	93	230	166
INCREDIBLE HULK	16	193	202	A	16.5	28	1284	2100	608	255	720	289	445	385	318	218	697	319	479	412	302	172	106	47^	577	312
FRI. 8.00P 60 CBS SF		98	99	B	17.7	29	1377	2136	669	279	758	292	463	410	331	237	689	277	448	395	321	194	170	80	519	309
8.00 - 8.30				A	14.8	25	1151	2043	591	244	696	275	429	374	311	210	671	303	458	413	298	164	111	50^	565	290
8.30 - 9.00				A	18.1	30	1408	2155	624	264	741	301	459	395	324	226	726	336	498	418	308	179	100	46^	588	331
JEFFERSONS	18	194		A	25.2	38	1961	1822	787	358	871	283	443	404	357	357	628	182	304	283	295	280	170	104^	153	103^
1 SUN. 9.00P 60 CBS CS		99		B	23.8	35	1852	1809	822	315	898	266	462	425	407	364	603	178	302	282	284	255	164	87	144	104
9.00 - 9.30				A	24.7	38	1922	1843	761	348	845	268	422	390	354	351	641	188	323	298	308	278	182	118^	175	112^
9.30 - 10.00				A	25.8	39	2007	1790	809	367	893	294	458	415	359	363	610	175	284	263	281	281	155	90^	132	94^
JOHN DENVER SPECIAL(S)			202	A	16.1	24	1253	1642	813	366	857	322	534	495	401	239	583	269	389	320	227	148^	124^	61^	78^	41v
2 MON. 9.33P 60 ABC GV			99																							
9.30 - 10.00				A	15.1	21	1175	1580	779	364	820	286	512	447	374	253	539	262	362	303	207	127^	130^	64^	91^	50v
10.00 - 10.30				A	16.8	25	1307	1680	832	366	879	348	548	524	413	229	610	274	407	330	237	161^	121^	61^	70^	35v
KNOTS LANDING(B)		192		A	20.4	32	1587	1955	848	339	964	403	596	506	363	286	616	262	380	340	243	190	174	118^	201	140^
CONT'D																										

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1981 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
KNOTS LANDING(B)-CONT'D																										
1 THU. 9.00P 60 CBS GD		99																								
9.00 - 9.30				A	20.2	31	1572	1997	850	335	979	390	591	509	381	302	601	233	351	335	256	196	174	122^	243	161
9.30 - 10.00				A	20.7	32	1610	1898	842	341	945	413	597	497	346	272	628	288	404	342	230	184	168	111^	157	119^
KNOTS LANDING	16	196		A	20.4	34	1587	1604	839	375	925	382	573	482	370	271	481	207	318	261	199	146^	126^	92^	72^	72^
1 THU. 10.00P 60 CBS GD		99		B	19.0	31	1478	1706	803	312	898	352	541	462	390	284	569	222	345	290	249	183	141	89	98	68
10.00 - 10.30				A	20.3	33	1579	1618	857	369	935	380	576	492	380	275	482	202	316	259	203	147^	122^	88^	79^	79^
10.30 - 11.00				A	20.5	35	1595	1584	821	382	914	383	568	473	359	267	480	212	320	264	192	146^	127^	96^	63^	63^
LAVERNE & SHIRLEY	18	197	185	A	18.7	30	1455	1876	623	295	696	309	489	411	312	158	475	193	313	287	216	126	278	194	427	307
TUE. 8.30P 30 ABC CS		97	95	B	20.8	31	1618	1981	689	331	775	363	551	445	319	181	513	236	356	297	211	125	240	145	453	312
LITTLE HOUSE-PRAIRIE	24	211		A	19.5	29	1517	1976	801	240	877	332	456	368	344	359	539	180	278	227	205	243	171	135^	389	250
1 MON. 8.00P 60 NBC GD		99		B	22.7	33	1766	1953	830	300	918	336	492	422	353	363	534	170	272	248	237	229	164	110	337	208
8.00 - 8.30				A	19.3	29	1502	1956	796	232	869	327	444	364	335	366	536	182	274	223	204	242	166	135^	385	248
8.30 - 9.00				A	19.7	29	1533	1989	803	246	881	338	469	372	350	348	543	179	282	227	207	245	174	134^	391	252
LOBO	11	198	203	A	17.9	27	1393	1979	661	233	731	242	357	333	312	301	717	220	398	345	384	273	134	20v	397	271
TUE. 8.00P 60 NBC A		98	99	B	18.4	27	1432	1989	732	250	788	227	402	372	372	316	742	207	382	366	384	296	133	38	326	206
8.00 - 8.30				A	16.9	26	1315	1938	651	219	719	232	347	316	307	302	711	211	389	345	384	273	119	20v	389	261
8.30 - 9.00				A	18.9	28	1470	2008	670	244	741	253	369	347	317	298	715	227	400	346	379	267	147	19v	405	277
LOU GRANT	20	185	196	A	20.2	34	1572	1524	716	320	796	259	463	437	387	260	578	192	329	305	294	200	111	66^	39^	22^
MON. 10.00P 60 CBS GD		96	99	B	19.3	31	1502	1569	744	299	816	321	503	458	360	247	580	238	356	314	253	182	123	65	50	34
10.00 - 10.30				A	20.4	32	1587	1516	715	310	796	254	467	437	388	258	557	178	310	292	287	200	113	63^	50^	28^
10.30 - 11.00				A	20.1	35	1564	1517	712	327	790	261	456	435	383	258	590	203	343	312	299	199	110	69^	27^	15v
LOVE BOAT	23	198	200	A	25.0	44	1945	1862	760	305	823	309	488	419	341	285	514	188	333	294	236	155	187	112	338	273
1 SAT. 9.00P 60 ABC CS		98	99	B	24.6	41	1914	1960	775	313	858	319	506	437	365	292	560	219	353	296	245	174	203	122	339	252
2 SAT. 9.00P 120																										
9.00 - 9.30				A	23.4	40	1821	1953	752	326	820	302	482	420	344	285	541	197	347	305	252	164	212	122	380	290
9.30 - 10.00				A	25.0	43	1945	1883	732	305	802	309	482	405	329	271	521	197	339	302	240	150	210	123	350	274
10.00 - 10.30				A	26.5	47	2062	1764	794	297	846	303	490	426	354	308	482	171	320	289	226	143	142	98^	294	255
10.30 - 11.00				A	26.6	50	2069	1759	793	275	839	320	505	428	349	288	480	171	313	275	213	147	150	90^	290	255
MAGNUM, P.I.	14	188	194	A	21.1	33	1642	1829	794	253	885	247	417	419	409	382	592	193	321	278	280	223	164	72^	188	128
1 THU. 8.00P 60 CBS PD		98	99	B	21.1	32	1642	1828	780	289	876	273	466	441	418	329	664	205	353	334	327	251	126	66	162	109
2 THU. 9.00P 60																										
8.00 - 8.30				A	21.0	34	1634	1881	817	198	918	192	339	371	414	470	611	168	290	280	289	274	132^	72^	220	156
8.30 - 9.00				A	23.4	37	1821	1938	800	204	895	192	343	374	415	447	653	178	312	296	301	289	148	78^	242	170
9.00 - 9.30				A	19.9	31	1548	1800	783	308	863	288	494	460	414	314	558	220	344	269	266	163	208	72^	171	113^
9.30 - 10.00				A	20.0	31	1556	1659	776	314	856	325	509	471	395	284	526	207	340	259	256	149^	168	64^	109^	66^
MASADA PART I(S)			204	A	27.5	41	2140	1852	832	323	878	370	568	515	400	226	846	354	576	489	390	215	69^	47^	59^	31^
2 SUN. 9.00P 120 ABC GD			99																							
9.00 - 9.30				A	27.2	39	2116	1970	828	317	880	350	547	490	402	252	870	341	589	510	423	218	92^	58^	128	76^
9.30 - 10.00				A	28.5	41	2217	1893	846	326	894	385	581	511	399	231	865	367	586	496	390	224	78^	57^	56^	30^
10.00 - 10.30				A	27.9	42	2171	1784	822	332	867	371	574	519	396	216	831	360	573	472	371	207	54^	40^	32^	12v
10.30 - 11.00				A	26.5	43	2062	1748	828	312	867	367	570	533	404	212	810	339	551	470	378	212	51^	32^	20v	8v
M*A*S*H	19	195	195	A	26.7	38	2077	1781	727	279	825	315	472	434	344	273	598	224	351	326	278	187	166	84	192	137
MON. 9.00P 30 CBS CS		98	99	B	25.9	37	2015	1838	755	327	829	331	507	447	356	261	636	262	406	357	287	182	181	87	192	136

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MORK & MINDY	20	200	196	A	18.3	29	1424	1947	620	267	682	345	520	423	276	119	583	287	431	362	243	92	276	162	406	270
1 THU. 8.00P 30 ABC CS		96	98	B	17.9	28	1393	2003	676	317	751	348	531	433	317	164	595	288	431	355	245	124	253	141	404	276
2 THU. 8.30P 30																										
NBC MAGAZINE	21	168	182	A	8.6	15	669	1450	697	204	748	159^	326	392	422	311	558	100^	267	296	345	240	86^	27v	58^	56^
FRI. 10.00P 60 NBC DN		93	95	B	8.2	14	638	1561	678	243	737	172	363	381	401	298	660	151	332	351	368	269	99	36	65	48
10.00 - 10.30				A	9.0	15	700	1464	709	223	762	172^	350	412	430	298	546	104^	263	287	332	233	95^	28v	61^	58^
10.30 - 11.00				A	8.2	14	638	1422	676	177^	728	145^	296	367	408	324	566	94^	267	302	352	248	76^	26v	52^	52^
NBC MONDAY NIGHT MOVIES	22	195		A	12.6	20	980	1509	557	208^	597	213^	359	294	261	199^	653	211^	394	355	373	214^	152^	40v	107^	107^
1 MON. 9.00P 120 NBC FF		98		B	19.0	29	1478	1743	769	308	861	319	509	450	387	273	600	211	358	317	288	199	150	82	132	90
9.00 - 9.30				A	11.5	17	895	1478	604	213^	656	251^	375	320	260^	227^	590	164^	343	347	346	215^	147^	73^	85^	85^
9.30 - 10.00				A	11.9	18	926	1465	524	162^	570	227^	349	275	235^	191^	654	248^	406	327	333	218^	142^	40v	99^	99^
10.00 - 10.30				A	13.9	23	1081	1556	549	209^	581	188^	354	299	275	180^	682	224	417	370	393	204^	166^	29v	127^	127^
10.30 - 11.00				A	13.3	24	1035	1495	545	238	577	187^	351	277	269	200^	665	201^	394	364	401	218^	143^	20v	110^	110^
NBC NEWS UPDATE-M-F	127	179	183	A	14.6	22	1136	1820	712	250	772	237	357	337	346	340	600	182	305	264	291	253	137	51	311	211
1 M-F 8.58P 1 NBC N		93	94	B	17.2	26	1338	1889	737	270	805	259	425	383	359	312	650	204	348	328	312	246	153	70	281	187
2 TU-F 8.58P 1																										
NBC NEWS UPDATE-SAT.	26	177	182	A	11.8	20	918	1847	733	203	783	162	295	338	412	403	741	244	392	395	369	255	78^	34^	245	136
SAT. 8.58P 1 NBC N		90	94	B	13.2	22	1027	1944	769	279	836	214	401	394	412	358	733	210	375	376	375	278	131	51	244	157
NBC NEWS UPDATE-SUN.	26	185	183	A	15.3	23	1190	2096	723	288	746	285	451	375	298	270	683	256	417	354	339	197	273	122	394	245
SUN. 8.58P 1 NBC N		95	93	B	19.8	28	1540	2122	691	295	770	303	496	430	348	217	798	320	528	467	382	202	211	88	343	237
NBC NEWS UPDATE-2-M-F	11	180	185	A	13.5	21	1050	1803	730	296	772	217	397	370	375	326	675	193	346	356	352	265	173	76	183	140
1 TUE. 9.58P 1 NBC N		90	91	B	12.8	20	996	1775	754	300	822	256	451	410	392	302	639	196	343	339	324	238	158	75	156	111
1 THU. 9.55P 1																										
2 THU. 9.57P 1																										
NBC NEWS UPDATE-2-SAT.	3	184	188	A	10.0	17	778	1945	710	283	765	325	483	399	331	212	900	408	583	515	412	216	119^	43^	161	130^
1 SAT. 9.46P 1 NBC N		91	92	B	9.7	16	755	1898	706	282	746	289	450	399	347	222	877	363	549	511	419	229	129	46	146	115
2 SAT. 9.44P 1																										
NBC NIGHTLY NEWS-SAT.	23	146	155	A	7.9	17	615	1576	721	266	761	197	299	258	337	404	690	123^	254	312	328	350	56^	34v	69^	45v
SAT. 6.30P 30 NBC N		82	85	B	9.6	18	747	1680	705	231	778	185	305	289	339	399	708	148	288	319	355	338	79	31	115	72
NBC NIGHTLY NEWS-SUN.	17	139	151	A	7.1	13	552	1694	701	252	713	230	326	312	291	315	703	188^	371	342	386	297	74^	23v	204^	89^
1 SUN. 6.30P 30 NBC N		79	77	B	8.5	15	661	1703	702	242	768	190	320	342	368	351	736	181	322	347	378	329	58	23	141	80
2 SUN. 6.35P 25																										
NBC NIGHTLY NEWS	127	208	208	A	12.1	23	941	1604	711	180	771	152	261	270	374	431	661	144	258	254	294	364	70	41^	102	67
1 M-F 6.30P 30 NBC N		99	99	B	13.3	23	1035	1614	711	236	774	174	315	302	362	398	667	159	286	284	308	329	67	33	106	69
2 TU-F 6.30P 30																										
NCAA CHAMP.SERIES-PRE-MO(S)			210	A	17.5	24	1362	1794	596	215	675	185	327	364	310	275	771	253	423	425	418	267	178	63^	170^	138^
2 MON. 8.15P 7 NBC SC			98																							
NCAA CHAMP.SERIES-MON.(S)			212	A	20.7	29	1610	1805	561	235	610	209	366	383	311	175	886	352	561	571	438	236	174	53^	135^	113^
2 MON. 8.22P 133 NBC SE			99																							
8.30 - 9.00				A	20.2	28	1572	1820	514	221	583	180	322	345	279	190	837	302	499	521	426	249	220	73^	180	156
9.00 - 9.30				A	20.2	28	1572	1821	559	229	607	193	355	379	330	186	894	348	557	565	455	242	175	53^	145^	118^
9.30 - 10.00				A	22.1	31	1719	1818	560	245	609	231	382	394	306	160	905	383	585	594	431	224	179	53^	125^	99^
10.00 - 10.30				A	21.8	32	1696	1777	600	254	624	229	405	404	331	156	926	377	617	627	457	231	135^	34v	92^	78^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1981 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
NERO WOLFE					11	187	188	A	11.7	19	910	1577	700	241	792	204	344	418	405	320	568	158	287	284	266	243	93^	54^	124^	83^
FRI.	9.00P	60	NBC	PD		96	96	B	12.9	21	1004	1708	753	283	839	227	413	422	413	337	653	173	315	321	326	282	109	62	107	68
9.00 - 9.30								A	11.5	19	895	1582	702	236	794	200	340	415	406	327	571	150	280	283	272	250	94^	54^	123^	88^
9.30 - 10.00								A	12.0	20	934	1551	693	242	782	203	344	419	404	310	559	160	289	281	260	236	90^	50^	120^	77^
NEWSBREAK-M-F					106	170	170	A	16.1	25	1253	1945	725	269	801	231	418	403	386	309	646	214	356	342	326	234	145	90	353	231
1 MTUTHF	8.58P	1	CBS	N		92	91	B	16.7	25	1299	1950	711	277	796	267	439	398	361	291	625	208	352	329	310	218	178	88	351	228
1 WED.	9.02P	1																												
2 TU-TH	8.58P	1																												
2 FRI.	8.57P	2																												
NEWSBREAK-SAT.					22	172	175	A	11.2	19	871	1809	725	283	797	191	374	416	420	298	664	255	400	357	299	213	144	66^	204	151
1 SAT.	9.31P	1	CBS	N		93	93	B	13.3	22	1035	1906	727	274	803	271	437	404	370	292	650	246	374	347	294	217	156	67	297	198
2 SAT.	8.58P	1																												
NEWSBREAK-SUN.					22	176	178	A	18.4	27	1432	1833	710	297	809	217	358	328	364	393	591	154	279	247	272	270	168	90	265	203
1 SUN.	8.58P	1	CBS	N		93	94	B	21.3	30	1657	1894	793	318	886	271	458	405	405	356	627	190	316	286	289	263	175	97	206	147
2 SUN.	9.28P	1																												
NURSE					1		194	A	18.3	31	1424	1515	810	255	869	301	509	466	405	300	468	151^	304	247	255	136^	89^	66^	89^	77^
2 THU.	10.00P	60	CBS	GD			99	B	18.3	31	1424	1515	810	255	869	301	509	466	405	300	468	151	304	247	255	136	89	66	89	77
10.00 - 10.30								A	18.3	30	1424	1521	794	254	853	289	502	465	406	289	488	170	332	256	261	130^	95^	66^	85^	71^
10.30 - 11.00								A	18.2	32	1416	1508	829	255	887	313	516	469	405	311	446	132^	277	238	248	142^	82^	64^	93^	79^
ONE DAY AT A TIME					17		190	A	20.6	30	1603	1820	781	374	878	241	414	379	402	395	606	162	308	326	309	227	138^	71^	198	140^
2 SUN.	8.30P	60	CBS	CS			99	B	22.3	32	1735	1838	790	315	879	250	417	381	395	388	627	169	296	286	300	278	145	85	187	130
8.30 - 9.00								A	20.3	30	1579	1836	815	415	909	250	432	391	409	408	641	169	325	372	339	234	118^	59^	168	108^
9.00 - 9.30								A	20.9	30	1626	1796	748	333	846	230	395	361	395	386	573	158	291	282	277	221	153	81^	224	170
PALMERSTOWN					3	176	179	A	13.3	20	1035	1832	816	230	905	196	375	383	404	442	579	132	247	271	304	266	140	98^	208	119
TUE.	8.00P	60	CBS	GD		95	95	B	14.1	21	1097	1833	780	269	875	195	371	375	390	415	603	160	270	286	284	267	126	79	229	131
8.00 - 8.30								A	12.9	20	1004	1843	827	222	916	200	376	375	399	458	588	132	252	278	308	273	139	94^	200	108^
8.30 - 9.00								A	13.7	21	1066	1810	804	236	891	190	373	391	411	424	565	133	239	264	296	255	139	100^	215	126
PROJECT PEACOCK(S)							210	A	14.5	23	1128	1764	724	277	769	146^	263	286	424	430	615	136^	240	268	282	326	89^	50v	291	171^
2 THU.	8.00P	60	NBC	CE			99																							
8.00 - 8.30								A	14.1	23	1097	1793	759	267	798	144^	271	292	425	455	627	138^	249	270	281	330	94^	61^	274	155^
8.30 - 9.00								A	14.9	23	1159	1725	689	281	739	147^	254	278	421	407	596	131^	227	263	281	320	83^	38v	307	186^
QUINCY, M.E.					17		206	A	19.9	33	1548	1565	795	283	822	308	518	487	396	241	512	200	330	291	252	154^	155	85^	76^	75^
2 WED.	10.00P	60	NBC	OP			99	B	18.5	31	1439	1687	778	292	833	305	508	469	388	255	614	225	375	341	280	200	154	80	86	67
10.00 - 10.30								A	19.7	32	1533	1570	785	283	813	296	508	471	398	245	517	200	332	298	264	151^	151^	81^	89^	86^
10.30 - 11.00								A	20.0	34	1556	1562	805	282	830	320	526	505	394	236	506	201	328	286	241	153	161	91^	65^	65^
REAL PEOPLE					27	210	215	A	20.9	33	1626	1780	733	268	817	199	315	294	349	426	637	162	306	242	299	297	120	65^	206	151
WED.	8.00P	60	NBC	PV		99	99	B	21.8	34	1696	1849	731	275	799	224	388	368	370	331	688	202	357	342	329	270	157	67	205	133
8.00 - 8.30								A	20.1	32	1564	1772	728	263	808	193	303	283	337	427	633	156	291	225	296	310	119	66^	212	147
8.30 - 9.00								A	21.7	33	1688	1781	735	270	824	205	324	302	358	422	640	166	314	254	299	289	120	63^	197	153
RIKER					4	178	189	A	10.5	20	817	1701	721	242	810	240	391	378	396	308	668	239	411	410	339	207	123^	53^	100^	88^
SAT.	10.00P	60	CBS	PD		97	99	B	11.5	21	895	1694	738	244	810	247	439	418	393	280	678	242	408	392	329	217	90	48	116	89
10.00 - 10.30								A	10.2	19	794	1710	720	239	816	241	397	390	398	305	669	238	410	409	331	212	125^	57^	100^	88^
10.30 - 11.00								A	10.9	21	848	1669	710	237	798	239	382	364	390	307	654	235	402	404	337	202	119^	47^	98^	88^
SHOW BUSINESS(S)							199	A	18.1	25	1408	1730	801	361	865	337	588	491	389	224	526	171	332	306	263	149^	137^	51^	202	140^
CONT'D																														

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
SHOW BUSINESS(S)-CONT'D																										
2 MON. 8.33P 60 ABC GV			99																							
8.30 - 9.00				A	17.9	25	1393	1755	763	303	825	307	553	479	393	214	518	156^	328	290	269	149^	130^	48^	282	201
9.00 - 9.30				A	18.6	26	1447	1707	828	408	895	361	618	500	385	229	531	174	330	319	262	152^	143^	53^	138^	90^
60 MINUTES	28	204	202	A	28.3	47	2202	1757	750	265	799	172	337	341	383	390	787	230	374	385	364	332	82	43^	89	56^
SUN. 7.00P 60 CBS DN		99	99	B	27.1	42	2108	1762	753	295	826	206	365	358	388	385	763	215	376	367	372	313	87	41	86	58
7.00 - 7.30				A	27.7	47	2155	1739	726	256	777	167	325	328	372	383	779	233	377	379	351	325	88	46^	95	64
7.30 - 8.00				A	29.0	47	2256	1764	769	272	814	177	346	353	388	392	791	226	367	389	372	336	77	39^	82	45^
SOAP	3	187		A	16.1	28	1253	1579	705	334	764	399	557	472	295	149^	603	324	426	361	221	125^	157^	124^	55^	44v
1 MON. 10.00P 60 ABC CS		97		B	16.6	28	1291	1651	706	323	777	388	589	498	333	127	674	380	507	390	229	114	153	80	47	33
10.00 - 10.30				A	16.3	27	1268	1584	688	342	761	396	550	465	295	151^	608	336	432	377	215	115^	136^	111^	79^	55^
10.30 - 11.00				A	15.9	29	1237	1568	720	324	765	401	561	478	294	144^	594	310	419	345	225	132^	178^	137^	31v	31v
TAXI	9	196	197	A	17.4	27	1354	1754	701	264	772	358	556	470	328	139	723	339	490	424	298	165	163	97	96	75^
THU. 9.30P 30 ABC CS		97	99	B	17.8	27	1385	1664	701	299	755	323	513	451	333	173	617	294	421	367	243	150	166	92	126	84
THAT'S INCREDIBLE	24	198		A	21.1	31	1642	1854	662	243	710	244	404	389	347	234	602	226	343	339	278	200	151	51^	391	202
1 MON. 8.00P 60 ABC PV		98		B	20.7	30	1610	1923	667	276	725	259	434	400	343	223	729	277	440	395	327	225	170	68	299	211
8.00 - 8.30				A	20.7	31	1610	1818	628	212	682	233	382	366	334	231	591	213	328	327	276	209	169	57^	376	209
8.30 - 9.00				A	21.5	31	1673	1884	692	271	735	258	426	413	354	234	612	238	358	350	278	190	132^	44^	405	194
THAT'S MY LINE	1		182	A	9.7	17	755	1860	694	344	811	167^	353	376	447	381	671	193^	387	420	352	225^	207^	112^	171^	135^
2 SAT. 9.00P 60 CBS CV			97	B	9.7	17	755	1860	694	344	811	167	353	376	447	381	671	193	387	420	352	225	207	112	171	135
9.00 - 9.30				A	9.9	17	770	1856	715	344	837	169^	355	384	464	395	651	171^	345	386	339	237^	216^	108^	152^	126^
9.30 - 10.00				A	9.5	16	739	1853	667	339	779	165^	347	365	425	367	693	217^	430	458	363	213^	196^	115^	185^	144^
THREE'S COMPANY	20	199		A	20.1	30	1564	1794	728	281	786	318	483	423	348	235	544	223	311	275	220	190	219	142^	245	166
1 TUE. 9.00P 30 ABC CS		99		B	22.5	33	1751	1850	724	313	800	331	509	431	345	234	588	246	372	322	250	172	207	113	255	177
TOO CLOSE FOR COMFORT	18	199		A	18.6	28	1447	1762	756	302	818	328	523	465	373	217	560	220	320	301	240	196	233	136^	151^	128^
1 TUE. 9.30P 30 ABC CS		99		B	20.9	31	1626	1748	724	304	795	315	500	430	356	232	587	243	367	325	251	173	197	109	169	118
TRAPPER JOHN, M.D.	15	190	189	A	19.6	32	1525	1698	783	319	866	270	421	396	363	355	578	167	301	288	283	225	153	84	101	86
SUN. 10.00P 60 CBS GD		99	99	B	21.3	34	1657	1663	800	315	871	272	460	429	393	338	557	171	286	268	260	228	154	89	81	58
10.00 - 10.30				A	19.9	31	1548	1725	798	332	878	272	429	402	368	361	581	167	303	288	283	226	149	82	117	96
10.30 - 11.00				A	19.3	33	1502	1665	766	303	854	269	411	389	358	350	572	167	297	285	283	222	155	84	84	74^
20/20	23	199	198	A	17.1	29	1330	1581	621	206	681	298	455	374	299	175	740	334	489	427	319	177	127	53^	33^	25^
THU. 10.00P 60 ABC DN		98	99	B	17.2	29	1338	1618	718	255	777	283	482	429	369	233	678	266	426	381	307	201	110	54	53	38
10.00 - 10.30				A	17.6	29	1369	1606	633	210	694	310	467	374	298	179	742	335	488	428	322	179	129	57^	41^	32^
10.30 - 11.00				A	16.5	29	1284	1552	608	203	668	287	445	370	298	173	739	331	489	427	320	175	122	46^	23v	18v
VEGA$	18	173	197	A	14.4	25	1120	1711	735	336	835	339	471	432	322	286	567	245	301	284	229	197	214	156	95^	78^
WED. 10.00P 60 ABC PD		92	99	B	15.4	26	1198	1742	726	319	817	350	517	428	340	230	650	284	399	326	267	200	183	105	92	66
10.00 - 10.30				A	14.0	23	1089	1692	711	329	807	325	457	416	308	282	538	233	282	259	212	196	224	166	123	101^
10.30 - 11.00				A	14.9	27	1159	1706	749	342	853	348	479	447	330	285	583	251	310	302	242	194	202	146	68^	54^
WALKING TALL	2	196	203	A	12.6	21	980	1820	629	276	665	175	348	362	366	243	819	384	526	435	362	221	204	84^	132	72^
TUE. 10.00P 60 NBC OP		97	99	B	12.6	21	980	1820	629	276	665	175	348	362	366	243	819	384	526	435	362	221	204	84	132	72
10.00 - 10.30				A	12.5	20	973	1898	646	275	680	186	363	370	363	247	824	383	531	445	369	220	224	99^	170	85^
10.30 - 11.00				A	12.7	21	988	1728	608	272	643	162	328	353	367	237	812	389	522	424	353	217	178	68^	95^	58^
WALTONS	16		183	A	15.9	25	1237	1665	829	246	921	195	376	346	451	480	466	98^	200	190^	276	230	117^	74^	161^	99^
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WALTONS-CONT'D																										
2 THU. 8.00P 60 CBS GD			97	B	18.6	29	1447	1821	802	237	916	224	374	353	399	470	592	142	253	240	281	297	106	64	207	136
8.00 - 8.30				A	14.6	24	1136	1663	848	252	946	188^	358	329	467	522	465	89^	192^	191^	278	236	96^	57^	156^	91^
8.30 - 9.00				A	17.1	27	1330	1671	819	243	904	201	395	360	439	447	471	108^	207	190	276	226	131^	87^	165^	106^
WHITE SHADOW	8	190		A	15.0	22	1167	1895	573	245	665	225	371	375	286	209	595	262	377	356	246	163^	226	107^	409	316
1 MON. 8.00P 60 CBS GD		98		B	15.2	22	1183	1886	655	311	743	275	464	409	349	221	626	262	424	367	294	159	263	114	254	188
8.00 - 8.30				A	14.4	22	1120	1863	550	225	637	205^	335	346	276	216	598	270	382	359	242	166^	215	101^	413	316
8.30 - 9.00				A	15.6	23	1214	1914	592	260	685	243	400	400	294	197	590	251	369	352	251	159^	238	112^	401	313
WKRP IN CINCINNATI	21	186	197	A	14.5	26	1128	1877	685	317	754	253	390	366	323	289	720	270	437	409	332	221	159	74^	244	138
SAT. 8.00P 30 CBS CS		97	99	B	17.2	29	1338	1909	729	281	800	292	451	408	349	281	653	250	392	374	302	200	168	73	288	183
•LATE FRINGE																										
ABC NEWS:NIGHTLINE M-TH	51	190	191	A	7.4	24	576	1422	604	174	654	222	382	365	345	205	692	257	426	396	341	203	65^	12v	11v	11v
1 M-TH 11.30P 30 ABC N		98	97	B	7.8	24	607	1379	603	206	650	177	337	341	365	240	669	226	368	339	335	233	51	17	9	LT
2 MON. 11.32P 44																										
2 TUE. 1.44A 30																										
2 W-F 11.30P 30																										
11.30 - 12.00				A	7.9	24	615	1429	604	174	651	208	369	365	348	216	697	263	426	393	338	206	67^	13v	14v	14v
ABC WEEKEND REPORT-SAT.	25	163	172	A	7.5	16	584	1390	592	260	676	284	471	410	318	149^	580	166^	334	397	336	163^	72^	45v	62^	62^
SAT. 11.00P 15 ABC N		91	93	B	8.0	16	622	1502	644	259	703	261	437	396	350	211	603	235	375	331	287	184	112	61	84	66
ABC WEEKEND REPORT-SUN.	26	169	172	A	6.1	14	475	1337	688	202^	697	222^	442	418	372	178^	548	251^	318	256	218^	163^	[illegible]	LT	[illegible]	[illegible]
SUN. 11.00P 15 ABC N		93	93	B	5.5	13	428	1451	618	245	666	240	411	381	358	180	672	280	424	400	322	176	89	38	24	21
CBS NEWS SPEC.RPT.11.30P(S)			172	A	6.5	17	506	1180	575	255^	670	219^	385^	290^	366^	241^	431^	125^	200^	188^	201^	201^	79v	LT	LT	LT
2 TUE. 11.30P 35 CBS N			95																							
11.30 - 12.00				A	6.7	17	521	1209	601	263^	697	230^	401^	307^	375^	252^	432^	125^	196^	179^	197^	207^	80v	LT	LT	LT
CBS SUNDAY NEWS-BRADLEY	28	128	127	A	7.0	15	545	1497	713	248	832	165^	296	325	450	398	625	137^	251	262	330	303	40v	23v	LT	LT
SUN. 11.00P 15 CBS N		71	70	B	8.2	17	638	1485	723	249	799	218	392	382	419	331	599	192	314	280	301	244	58	33	29	16
CHARLIE'S ANGELS-12.00	12	177	178	A	4.0	20	311	1039	383^	112^	418	186^	286^	300^	181^	93v	428	187^	257^	270^	196^	106^	148^	106^	45v	45v
1 THU. 12.00M 69 ABC PD		96	96	B	4.2	20	327	1046	442	164	491	203	282	249	241	152	466	163	276	257	236	158	77	44	LT	LT
2 THU. 12.00M 68																										
12.00 - 12.30				A	4.3	18	335	1042	368	123^	401	173^	245^	313^	192^	75v	439	210^	293^	266^	200^	95^	139^	98^	63v	63v
12.30 - 1.00				A	4.0	22	311	1071	405	128^	456	206^	354^	312^	193^	102^	411	177^	218^	260^	173^	125^	168^	132^	36v	36v
FANTASY ISLAND-12.00	11	172		A	3.6	18	280	2043	757^	582^	829^	270^	652^	600^	559^	100v	1144	718^	1004	654^	426^	89v	70v	70v	LT	LT
1 MON. 12.00M 68 ABC A		95		B	3.7	18	288	1205	517	247	569	226	391	352	289	111	564	298	439	277	218	104	64	35	LT	LT
12.00 - 12.30				A	4.1	18	319	1884	758	514^	808	260^	667^	605^	548^	98v	1013	509^	874	734^	504^	94v	63v	63v	LT	LT
12.30 - 1.00				A	3.3	19	257	2280	766^	668^	855^	269^	645^	624^	586^	94v	1324	898^	1151	652^	426^	107v	101v	101v	LT	LT
FRIDAYS	24	173		A	7.5	23	584	1697	597	376^	628	333^	540	404^	259^	58v	754	463	648	469	230^	61v	270^	138^	45v	45v
1 FRI. 11.30P 70 ABC GV		96		B	7.3	22	568	1545	501	239	553	298	444	346	231	68	621	394	523	379	197	65	293	130	78	69
11.30 - 12.00				A	8.3	22	646	1658	648	393	696	349^	603	482	307^	55v	685	399	583	464	224^	62v	210^	107^	67v	67v
12.00 - 12.30				A	6.9	23	537	1844	595	384^	619	350^	534	354^	232^	64v	861	527	734	506	255^	79v	337^	176^	27v	27v
FRIDAYS	1		181	A	6.8	25	529	1164	353^	180^	411^	189^	268^	219^	94v	133^	632	445^	596	461	167^	36v	121^	LT	LT	LT
2 FRI. 12.00M 72 ABC GV			96	B	6.8	25	529	1164	353	180	411	189	268	219	94	133	632	445	596	461	167	36	121	LT	LT	LT
12.00 - 12.30				A	7.8	25	607	1208	388^	205^	432	187^	278^	254^	123^	134^	637	375^	561	456	219^	76v	139^	LT	LT	LT
12.30 - 1.00				A	6.5	25	506	1206	344^	192^	417^	190^	279^	206^	89v	138^	648	494	648	499	154^	LT	141^	LT	LT	LT

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																													
LATE MOVIE I				123	164	160	A	6.0	23	467	1231	515	248	603	246	374	320	282	152	548	208	344	334	290	142	76^	33v	LT	LT
1 MTUTH 11.30P	71	CBS	FF		90	88	B	6.3	22	490	1351	620	263	701	277	459	416	352	164	549	224	378	343	283	125	79	40	22	17
1 WED. 11.30P	77																												
2 MON. 12.02A	71																												
2 TUE. 12.05A	71																												
2 THU. 11.30P	66																												
11.30 - 12.00							A	6.7	21	521	1321	573	310	677	279	415	342	287	192	555	179	310	329	304	171	74^	49^	15v	15v
12.00 - 12.30							A	6.0	24	467	1236	525	224	602	234	379	325	298	149	557	223	375	348	295	127	77^	31v	LT	LT
12.30 - 1.00							A	5.2	21	405	1136	397	175^	476	210^	274^	185^	252^	111^	573	265^	378	349	263^	138^	87^	LT	LT	LT
LATE MOVIE II				116	164	159	A	4.2	28	327	1153	495	204	562	222	318	370	291	116^	538	229	372	330	282	104^	53^	25v	LT	LT
1 MON. 12.41A	43	CBS	FF		90	88	B	4.4	25	342	1288	572	225	632	268	431	379	319	123	562	239	411	367	293	102	79	38	LT	LT
1 TUE. 12.41A	41																												
1 WED. 12.47A	41																												
1 THU. 12.41A	48																												
2 MON. 1.13A	41																												
2 TUE. 1.16A	49																												
2 THU. 12.36A	43																												
12.30 - 1.00							A	4.8	27	373	1233	472^	140v	472^	209^	268^	242^	263^	158v	695	338^	639	544^	322^	56v	66v	LT	LT	LT
1.00 - 1.30							A	4.2	30	327	1131	502	245^	625	251^	370	406	288^	120^	464	198^	327^	257^	256^	107^	42v	42v	LT	LT
1.30 - 2.00							A	3.7	29	288	1097	469	156^	469	166^	166^	340^	303^	98v	559	244^	309^	254^	263^	111^	69v	LT	LT	LT
LOVE BOAT-12.00				13	176	178	A	4.9	24	381	1136	341	142^	414	64v	167^	178^	242^	186^	647	194^	385	389	414	144^	72v	19v	LT	LT
WED. 12.00M	68	ABC	CS		95	96	B	4.7	22	366	1285	509	216	595	235	360	295	272	175	592	269	409	309	257	144	93	61	LT	LT
12.00 - 12.30							A	5.2	22	405	1096	356	121^	417	34v	146^	217^	270^	180^	604	197^	350	361	367	123^	75v	22v	LT	LT
12.30 - 1.00							A	4.9	27	381	1157	333	181^	409	99^	194^	149^	215^	182^	688	192^	426	420	456	163^	60v	16v	LT	LT
MIDNIGHT SPECIAL				26	196	195	A	4.0	20	311	1125	443	192^	466	158^	289^	270^	225^	135^	501	260^	411	308^	174^	84v	158^	80v	LT	LT
FRI. 12.30A	90	NBC	PC		97	97	B	3.4	17	265	1165	391	188	452	199	303	263	201	107	489	248	379	288	199	94	195	96	29	27
12.30 - 1.00							A	4.8	19	373	1314	622	346	670	257^	464	371	309^	160^	496	236^	348	263^	169^	131^	148^	48v	LT	LT
1.00 - 1.30							A	3.9	19	303	1010	364^	139^	370^	89v	198^	230^	211^	126^	465	257^	406	281^	149^	59v	175^	99v	LT	LT
1.30 - 2.00							A	3.2	20	249	988	261^	40v	266^	85v	125^	157^	113v	109v	546	297^	506	410^	209^	40v	176^	120v	LT	LT
MONDAY MOVIE-WEEK-PART 1(S)						167	A	3.5	18	272	1232	545^	56v	545^	273^	424^	397^	264^	48v	599^	198v	452^	441^	365^	92v	88v	47v	LT	LT
2 MON. 12.16A	71	ABC	FF			93																							
12.30 - 1.00							A	3.5	17	272	1327	573^	56v	573^	293^	470^	418^	280^	41v	658^	227^	478^	471^	386^	99v	96v	59v	LT	LT
1.00 - 1.30							A	3.2	20	249	1092	498^	32v	498^	257^	362^	381^	241v	33v	497^	151v	393^	345^	309^	104v	97v	68v	LT	LT
MONDAY MOVIE-WEEK-PART 2(S)						167	A	2.9	23	226	637^	262v	LT	262v	84v	182v	257v	178v	LT	322^	57v	141v	141v	190v	181v	53v	53v	LT	LT
2 MON. 1.27A	25	ABC	FF			93																							
NBA ON CBS-FRI.(S)					161		A	4.7	18	366	1563	524^	265^	653	209^	344^	343^	302^	222^	689	345^	522^	519^	327^	113v	142v	63v	79v	57v
1 FRI. 11.30P	136	CBS	SE		89																								
11.30 - 12.00							A	6.9	18	537	1655	577	306^	681	194^	325^	326^	329^	247^	731	384^	526	498	298^	130^	114^	53v	129^	57v
12.00 - 12.30							A	5.0	16	389	1488	478^	270^	601^	167^	293^	362^	290^	208^	682	327^	522^	535^	355^	116v	133v	72v	72v	72v
12.30 - 1.00							A	3.9	16	303	1670	482^	287^	703^	308^	403^	399^	247^	217^	725^	403^	580^	595^	322^	95v	119v	52v	123v	123v
1.00 - 1.30							A	3.6	18	280	1432	533^	233^	693^	246^	418^	351^	311^	232^	572^	269^	458^	435^	303^	83v	167v	61v	LT	LT
NBA ON CBS-WED.(S)						178	A	3.4	17	265	1543	495^	166v	544^	328^	374^	340^	169v	136v	939	660^	739^	640^	238^	129v	60v	LT	LT	LT
2 WED. 11.30P	152	CBS	SE			94																							
11.30 - 12.00							A	5.0	16	389	1591	678	285^	742	395^	516^	511^	283^	167^	754	327^	519^	514^	362^	162^	95v	LT	LT	LT
12.00 - 12.30							A	3.7	16	288	1642	711^	256^	711^	482^	528^	565^	184v	146v	793^	417^	529^	534^	349^	160v	138v	LT	LT	LT
12.30 - 1.00							A	3.1	17	241	1743	356^	87v	386^	211v	211v	196v	117v	141v	1357	1162	1162	1085	175v	95v	LT	LT	LT	LT
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
NBA ON CBS-WED.(S)-CONT'D																										
1.00 - 1.30				A	2.5	18	195	1487	359^	87v	441^	277v	277v	174v	128v	134v	1046^	881^	881^	707^	139v	98v	LT	LT	LT	LT
1.30 - 2.00				A	2.7	23	210	1229	186v	LT	257v	191v	191v	73v	66v	66v	972^	862^	862^	486^	48v	110v	LT	LT	LT	LT
NBA ON CBS-FRI.(S)			170	A	5.7	22	443	1440	405^	115v	493^	244^	298^	265^	234^	127v	760	306^	514^	529^	408^	146^	45v	29v	142^	142^
2 FRI. 11.30P 150 CBS SE			92																							
11.30 - 12.00				A	7.6	20	591	1563	426	205^	529	232^	299^	312^	275^	146^	718	263^	458	474	391^	141^	137^	80v	179^	179^
12.00 - 12.30				A	6.3	20	490	1433	348^	78v	436^	245^	245^	185^	155^	132^	791	334^	532	555	407^	159^	36v	36v	170^	170^
12.30 - 1.00				A	5.7	22	443	1463	456^	99v	537	271^	372^	297^	266^	117v	741	300^	515^	529^	419^	141^	LT	LT	185^	185^
1.00 - 1.30				A	4.8	23	373	1391	450^	75v	517^	249^	348^	298^	268^	96v	759	332^	539^	555^	392^	132v	LT	LT	115v	115v
1.30 - 2.00				A	4.1	25	319	1232	336^	66v	411^	214^	214^	209^	197^	126v	821	319^	560^	573^	458^	145v	LT	LT	LT	LT
NBC LATE NIGHT MOVIE	20	81	76	A	1.9	8	148	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 11.30P 97 NBC FF		49	46	B	2.0	9	156	734	285	99	318	142	189	162	143	102	364	170	262	230	171	72	LT	LT	LT	LT
11.30 - 12.00				A	2.4	8	187	722	204^	64v	262^	123v	123v	144v	139v	59v	460^	203^	246^	251^	257^	112v	LT	LT	LT	LT
12.00 - 12.30				A	1.8	8	140	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
12.30 - 1.00				A	1.8	10	140	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
POLICE STORY	5	160	161	A	3.7	29	288	823	257^	122^	344^	93v	215^	147^	185^	104v	388^	72v	229^	225^	313^	111^	73v	LT	18v	18v
WED. 1.08A 47 ABC OP		93	93	B	2.9	22	226	1137	379	139	448	213	290	169	161	146	552	274	408	316	239	117	128	38	LT	LT
1.00 - 1.30				A	3.8	27	296	912	284^	102v	375^	94v	196^	133^	180^	148^	436	95v	242^	291^	333^	95v	78v	LT	23v	23v
1.30 - 2.00				A	3.6	31	280	729	236^	136^	311^	93v	229^	158^	182^	60v	336^	54v	214^	160^	282^	122^	68v	LT	LT	LT
SATURDAY NIGHT	25	183	212	A	9.6	30	747	1594	472	301	512	279	353	297	212	113^	615	358	483	400	227	73^	289	142^	178	168
1 SAT. 11.30P 79 NBC GV		95	99	B	9.8	29	762	1545	510	247	572	300	434	335	227	102	640	381	516	411	228	76	267	130	66	57
2 SAT. 11.30P 81																										
11.30 - 12.00				A	10.4	29	809	1597	525	294	565	255	345	307	275	158	607	346	460	402	221	93^	239	114^	186	174
12.00 - 12.30				A	9.5	31	739	1589	451	311	491	294	358	296	188	92^	628	361	498	402	240	75^	307	145^	163^	155^
12.30 - 1.00				A	8.0	30	622	1711	472	335^	472	294^	383	251^	178^	89v	617	388	503	396	229^	18v	362^	165^	260^	260^
TOMORROW COAST TO COAST-1	101	192	191	A	3.2	16	249	1116	553	172^	590	165^	317	309	309	204^	498	225^	338	269	229^	100^	28v	LT	LT	LT
1 M-TH 12.30A 30 NBC CC		98	98	B	3.8	20	296	1132	521	192	586	176	291	282	276	229	480	193	303	260	212	143	60	24	LT	LT
2 TU-TH 12.30A 30																										
TOMORROW COAST TO COAST-2	101	193	192	A	2.2	16	171	830	398	76v	450	111^	187^	216^	187^	228^	380	146^	269^	251^	193^	76v	LT	LT	LT	LT
1 M-TH 1.00A 56 NBC CC		98	98	B	2.5	19	195	1010	422	135	483	145	240	233	225	192	480	215	339	290	202	111	44	LT	LT	LT
2 TUE. 1.00A 56																										
2 W & TH 1.00A 57																										
1.00 - 1.30				A	2.3	15	179	827	414	79v	459	117^	190^	230^	196^	224^	368	128^	256^	268^	195^	78v	LT	LT	LT	LT
1.30 - 2.00				A	2.0	17	156	846	391	70v	462	103^	193^	218^	192^	244^	384	173^	288^	224^	179^	64v	LT	LT	LT	LT
TONIGHT SHOW	127	212	211	A	6.9	23	537	1397	659	241	683	180	341	341	338	268	602	237	368	336	298	178	103^	41^	9v	LT
M-F 11.30P 60 NBC GV		99	99	B	7.5	25	584	1344	614	234	658	203	350	330	320	246	587	220	345	306	272	192	83	35	16	10
11.30 - 12.00				A	7.8	23	607	1442	670	239	693	183	347	350	342	265	626	251	384	345	312	186	109	41^	14v	8v
12.00 - 12.30				A	6.1	23	475	1305	633	235	659	178	330	321	323	264	553	212	336	318	272	162	91^	40^	LT	LT
TUESDAY MOVIE-WEEK-PART 1	11	173		A	3.5	18	272	1401	566^	287^	566^	265^	449^	442^	292^	54v	615^	258^	331^	294^	276^	176v	220v	80v	LT	LT
1 TUE. 12.00M 71 ABC FF		95		B	4.5	21	350	1272	484	186	556	257	386	303	271	105	618	308	424	299	244	157	93	32	LT	LT
12.00 - 12.30				A	4.1	17	319	1436	540^	201^	540^	226^	426^	424^	314^	56v	614^	231^	322^	297^	286^	189v	282^	100v	LT	LT
12.30 - 1.00				A	3.1	18	241	1378	600^	385^	600^	311^	481^	448^	289^	45v	610^	260^	328^	290^	287^	175v	168v	67v	LT	LT
TUESDAY MOVIE-WEEK-PART 2	11	173		A	3.1	24	241	1320	647^	306^	647^	262^	498^	548^	286^	99v	549^	321^	341^	274^	211v	100v	124v	37v	LT	LT
1 TUE. 1.11A 20 ABC FF		95		B	4.0	28	311	1155	480	201	553	255	389	291	258	110	523	241	373	282	245	131	74	37	LT	LT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•WEEKDAY DAYTIME																														
ABC AFTERSCHOOL SPECIAL(S)							197	A	6.9	20	537	1641	532	134^	571	244^	328^	279^	225^	187^	358^	135^	232^	189^	216^	100v	276^	163^	436^	349^
2 WED.	4.30P	60	ABC	FV			99																							
4.30 - 5.00								A	6.4	20	498	1653	574	161^	616	259^	353^	301^	256^	211^	355^	107v	213^	155^	248^	127^	287^	153^	395^	335^
5.00 - 5.30								A	7.4	20	576	1611	485	106^	519	226^	300^	254^	193^	163^	351^	158^	245^	212^	185^	73v	268^	171^	473	360^
ABC DAYTIME NEWSBRIEF-M-F					129	178	174	A	7.6	29	591	1223	822	197	912	510	696	536	284	169	190	78^	139	103	90^	49^	62^	52^	59^	20v
M-F	1.57P	2	ABC	N		93	90	B	8.7	31	677	1331	827	202	926	494	708	547	334	163	215	102	159	110	85	51	99	79	91	33
ALICE-M-F					118	165	164	A	5.8	28	451	1386	680	93^	724	327	431	301	264	247	232	54^	67^	65^	90^	151	87^	50^	343	116^
1 M-F	10.30A	30	CBS	CS		92	91	B	6.1	29	475	1470	666	167	769	338	488	370	300	236	291	115	154	118	120	119	115	61	295	122
2 MWF	10.30A	30																												
ALICE-TUE-(B)							122	A	4.6	23	358	1036	550^	118v	589^	262^	366^	193^	165v	223^	291^	95v	131v	80v	132v	160v	81v	81v	75v	LT
2 TUE.	10.30A	30	CBS	CS			73																							
ALL MY CHILDREN					128	197	191	A	8.3	32	646	1226	839	213	923	511	694	523	288	179	178	68^	125	98	87^	51^	69^	58^	56^	15v
M-F	1.00P	60	ABC	DD		99	96	B	9.1	33	708	1349	836	215	931	488	710	549	344	165	216	100	155	113	86	53	104	84	98	33
1.00 - 1.30								A	7.8	30	607	1234	849	217	930	513	694	522	290	185	168	62^	117	93^	84^	51^	76^	65^	60^	16v
1.30 - 2.00								A	8.7	33	677	1227	836	207	924	513	697	530	289	176	184	73^	132	101	88	51^	64^	54^	55^	18v
ANOTHER WORLD					126	203	203	A	4.9	19	381	1155	752	154	837	247	415	351	383	381	239	22v	56^	68^	107^	165	47^	42^	32v	16v
1 M-F	2.00P	60	NBC	DD		97	98	B	5.1	18	397	1206	783	186	876	279	458	426	366	357	219	45	62	49	82	142	50	39	61	30
2 TU-F	2.00P	60																												
2.00 - 2.30								A	4.9	19	381	1152	771	148^	860	252	423	363	388	392	226	19v	50^	61^	102^	160	40v	34v	26v	16v
2.30 - 3.00								A	4.8	18	373	1158	740	163	823	242	408	344	383	375	241	21v	56^	71^	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
ANOTHER WORLD-MON-(B)							127	A	3.2	10	249	988	695^	201v	808^	398^	490^	369^	176v	302^	172v	LT	39v	39v	107v	133v	LT	LT	LT	LT
2 MON.	2.00P	38	NBC	DD			73																							
2.00 - 2.30								A	3.2	10	249	988	696^	197v	812^	386^	486^	365^	184v	310^	168v	LT	35v	35v	103v	133v	LT	LT	LT	LT
AS THE WORLD TURNS					125	193	189	A	7.8	29	607	1308	887	152	984	239	438	427	449	456	236	54^	75^	58^	98	153	30^	28^	58^	14v
1 M-F	2.00P	60	CBS	DD		99	96	B	8.1	28	630	1294	838	157	957	211	425	436	456	436	222	51	80	69	85	131	50	41	65	23
2 MON.	2.00P	53																												
2 TU-F	2.00P	60																												
2.00 - 2.30								A	7.7	29	599	1316	876	143	980	243	434	420	441	458	242	56^	80^	61^	102	153	30^	27^	64^	15v
2.30 - 3.00								A	7.9	29	615	1306	897	162	989	236	445	439	460	451	235	52^	73^	56^	100	153	30^	28^	52^	10v
BLOCKBUSTERS					107	142	141	A	4.1	20	319	1376	818	75^	890	179^	318	288	361	532	316	81^	121^	100^	128^	182^	48v	21v	122^	75^
M-F	10.30A	30	NBC	QG		80	80	B	3.6	17	280	1429	803	98	879	217	339	311	323	479	403	90	144	153	170	226	45	LT	102	57
CAPTAIN KANGAROO					122	176	176	A	3.3	16	257	1160	250	50v	250	144^	172^	144^	78^	51v	163^	74^	105^	109^	74^	43v	42v	27v	705	121^
1 M-F	8.00A	60	CBS	C		98	98	B	2.8	14	218	1369	372	88	398	201	274	206	140	101	134	47	74	72	68	48	46	24	791	157
2 MWTHF	8.00A	60																												
8.00 - 8.30								A	3.0	14	233	1133	206^	52v	206^	129^	154^	111^	51v	47v	184^	81^	115^	115^	86^	52v	26v	LT	717	155^
8.30 - 9.00								A	3.5	17	272	1180	285	44v	282	161^	186^	170^	96^	51v	143^	66^	92^	96^	63^	40v	45v	34v	710	92^
CARD SHARKS					127	139	137	A	3.1	13	241	1241	755	141^	793	149^	328	296	345	444	311	53v	99^	92^	145^	203^	54v	29v	83^	26v
M-F	12.00N	30	NBC	QG		69	69	B	3.1	12	241	1343	801	161	845	179	351	334	360	443	325	62	109	99	147	202	69	35	104	57
DAYS OF OUR LIVES					127	206	207	A	5.7	22	443	1300	821	151	898	236	432	372	416	429	323	35^	87^	102^	155	208	50^	23v	29v	LT
1 M-F	1.00P	60	NBC	DD		99	99	B	5.7	21	443	1296	846	159	927	288	459	397	369	420	272	48	76	64	107	180	47	29	50	23
2 TU-F	1.00P	60																												
1.00 - 1.30								A	5.7	22	443	1282	807	146	881	232	422	357	400	424	332	41^	95^	111^	161	205	46^	22v	23v	LT
1.30 - 2.00								A	5.8	22	451	1266	813	146	888	236	428	374	414	422	305	30v	82^	91^	144	202	46^	19v	27v	LT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
DAYS OF OUR LIVE-MON-(B)			173	A	4.9	16	381	1202	766	179^	829	244^	423^	366^	370^	393^	273^	LT	87v	89v	153v	184^	81v	37v	19v	LT
2 MON. 1.00P 60 NBC DD			84																							
1.00 - 1.30				A	4.9	17	381	1173	759	189^	806	229^	412^	354^	372^	386^	272^	LT	102v	107v	152v	165^	81v	39v	14v	LT
1.30 - 2.00				A	4.8	16	373	1233	781	166^	856	262^	436^	375^	366^	404^	276^	LT	73v	73v	153v	203^	79v	33v	22v	LT
DOCTORS	126	186	184	A	4.1	17	319	1219	806	154^	856	251	421	370	395	385	295	48v	82^	59^	163^	210	21v	15v	47v	21v
M-F 12.30P 30 NBC DD		91	91	B	3.8	15	296	1255	814	181	870	264	426	392	354	387	268	58	77	66	132	171	60	43	57	30
EDGE OF NIGHT	119	153	155	A	4.5	15	350	1349	678	234	772	328	420	388	266	278	355	138^	217	176	166^	138^	93^	77^	129^	103^
1 M-F 4.00P 30 ABC DD		82	81	B	5.1	16	397	1401	753	241	846	368	556	463	335	224	294	126	167	116	109	118	127	113	134	72
2 TU-F 4.00P 30																										
FAMILY FEUD	128	190	185	A	5.8	23	451	1328	691	104^	753	301	427	336	288	282	361	126^	183	139	159	156	50^	38^	164	65^
1 M-F 12.00N 30 ABC QP		95	94	B	6.4	25	498	1376	748	170	834	343	505	412	356	267	313	119	164	134	122	132	84	62	145	67
2 MTUWF 12.00N 30																										
2 THU. 12.17P 13																										
GENERAL HOSPITAL	123	200	200	A	10.8	37	840	1255	734	161	802	418	571	457	301	168	202	100	131	79	62^	67^	169	140	82	60^
1 M-F 3.00P 60 ABC DD		99	99	B	11.5	37	895	1373	765	179	854	453	624	461	301	176	203	92	122	79	66	73	171	139	145	87
2 TU-F 3.00P 60																										
3.00 - 3.30				A	10.5	38	817	1234	741	157	810	433	584	463	295	165	204	101	130	76	59^	69^	153	133	67^	46^
3.30 - 4.00				A	11.1	37	864	1264	720	161	788	401	554	452	302	168	197	101	132	78	59^	62^	186	148	93	69
GOOD MORNING, AMERICA-730	129	201	202	A	5.2	25	405	1274	778	254	825	257	444	406	421	289	343	98^	145	148	157	148	34v	LT	72^	44^
M-F 7.30A 30 ABC N		99	99	B	5.0	27	389	1338	725	236	777	225	407	403	392	283	398	118	178	158	170	179	58	14	105	66
GOOD MORNING, AMERICA-830	129	201	200	A	5.8	27	451	1184	753	188	778	248	370	363	375	324	335	68^	115^	133	165	182	16v	LT	55^	31v
1 M-F 8.30A 30 ABC N		98	98	B	6.0	29	467	1214	756	191	791	223	371	385	384	339	342	92	140	138	148	171	24	11	57	25
2 MWTHF 8.30A 30																										
2 TUE. 8.30A 8																										
GUIDING LIGHT	124	194	195	A	7.4	26	576	1309	862	196	952	236	453	446	458	409	216	60^	79^	69^	88^	122	51^	45^	90^	39^
1 M-F 3.00P 60 CBS DD		99	99	B	8.2	26	638	1336	810	173	931	220	421	424	453	419	231	60	93	79	93	124	85	70	89	44
2 TU-F 3.00P 60																										
3.00 - 3.30				A	7.4	26	576	1281	856	190	946	237	457	450	452	404	212	62^	78^	65^	84^	120	45^	38^	78^	28^
3.30 - 4.00				A	7.5	25	584	1308	857	191	940	233	443	435	456	403	211	57^	75^	70^	86^	119	55^	49^	102	49^
JEFFERSONS M-F	118	154	151	A	5.2	25	405	1452	743	200	785	412	570	398	272	168	250	80^	98^	103^	113^	123^	66^	37v	351	132^
1 M-F 10.00A 30 CBS CS		89	88	B	5.2	25	405	1458	656	187	735	333	490	381	284	198	282	120	167	139	127	96	118	57	323	139
2 MWF 10.00A 30																										
JEFFERSONS-TUE-(B)			118	A	4.1	19	319	1226	506^	113v	546^	182v	317^	266^	198^	229^	398^	179v	282^	214^	219^	116v	69v	59v	213^	100v
2 TUE. 10.00A 30 CBS CS			73																							
LAS VEGAS GAMBIT	107	136	134	A	3.2	16	249	1422	829	88^	885	185^	350	330	350	498	394	108^	165^	152^	156^	218^	43v	23v	100^	52v
M-F 10.00A 30 NBC QG		74	74	B	3.2	15	249	1469	825	142	897	216	371	331	348	468	426	92	154	161	185	240	41	LT	105	49
LOVE BOAT DAYTIME	129	196	192	A	5.2	24	405	1328	648	141^	690	340	490	379	273	161	276	132^	200	144^	124^	61^	105^	70^	257	87^
M-F 11.00A 60 ABC CS		98	98	B	5.7	25	443	1376	675	186	738	361	516	396	279	183	262	140	179	111	91	66	138	95	238	108
11.00 - 11.30				A	4.8	23	373	1300	656	161	699	346	490	382	278	166	263	124^	192	143^	123^	59^	97^	67^	241	83^
11.30 - 12.00				A	5.6	25	436	1321	639	122^	676	332	488	374	266	153	272	135	194	138	115^	61^	104^	67^	269	87^
MAGAZINE(S)			182	A	3.8	20	296	1284	609^	112v	609^	341^	449^	330^	176v	160v	381^	111v	159v	48v	141v	222^	138v	138v	156v	LT
2 THU. 10.00A 60 CBS DN			94																							
10.00 - 10.30				A	3.8	20	296	1203	571^	71v	571^	327^	405^	293^	149v	166v	358^	114v	114v	LT	103v	244^	115v	115v	159v	LT
10.30 - 11.00				A	3.9	20	303	1310	620^	142v	620^	346^	476^	354^	191v	144v	386^	103v	192v	89v	172v	194v	155v	155v	149v	LT

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
MORNING NEWS SPECIAL ED(S)			187	A	4.5	19	350	1351	623^	132v	664^	146v	287^	305^	341^	318^	434^	141v	206^	209^	236^	165v	24v	19v	229^	66v
2 TUE. 7.00A 180 CBS N			99																							
7.00 - 7.30				A	3.6	18	280	1275	647^	197v	647^	150v	286^	396^	371^	251^	456^	149v	246^	264^	272^	146v	18v	18v	154v	68v
7.30 - 8.00				A	4.5	19	350	1380	560^	51v	560^	200^	258^	283^	248^	251^	480^	168v	208^	297^	246^	149v	34v	34v	306^	106v
8.00 - 8.30				A	4.9	18	381	1341	418^	LT	444^	21v	181^	181^	283^	263^	403^	110v	139v	228^	239^	136v	26v	26v	468^	158v
8.30 - 9.00				A	4.5	17	350	1203	489^	58v	529^	18v	232^	232^	306^	297^	325^	115v	152v	156v	148v	108v	28v	28v	321^	57v
9.00 - 9.30				A	4.9	21	381	1325	700	168^	813	178^	368^	385^	470^	349^	449^	139v	281^	194^	262^	168^	LT	LT	63v	LT
9.30 - 10.00				A	4.8	22	373	1512	893	319^	946	287^	372^	373^	361^	461^	475^	150v	198^	110v	255^	277^	54v	19v	37v	LT
MORNING-CHARLES KURALT	34	184	184	A	3.1	17	241	1178	543	211^	597	148^	236^	286	341	258	423	71^	133^	155^	245	227^	37v	LT	121^	34v
1 M-F 7.00A 60 CBS N		98	98	B	3.1	17	241	1288	585	272	645	112	256	308	381	301	496	104	217	225	298	223	38	LT	109	25
2 MWTHF 7.00A 60																										
7.00 - 7.30				A	2.9	17	226	1075	575	222^	628	151^	257^	314	362	243^	354	27v	76^	120^	226^	216^	44v	LT	49v	22v
7.30 - 8.00				A	3.3	17	257	1222	506	183^	553	145^	207^	253	306	264	479	105^	179^	178^	268	234	LT	LT	175^	35v
NEWSBREAK-11.57	125	161	161	A	6.4	28	498	1321	732	152	839	249	391	343	308	387	300	82^	132	90^	97^	167	27v	LT	155	63^
M-F 11.57A 2 CBS N		89	89	B	6.6	28	513	1412	737	168	853	263	414	363	345	370	357	93	146	129	142	192	46	26	156	52
NEWSBREAK-3.57	124	177	176	A	5.7	19	443	1300	859	179	945	242	414	409	446	421	189	50^	69^	61^	74^	108^	64^	56^	102^	57^
1 M-F 3.57P 2 CBS N		94	94	B	6.8	21	529	1354	808	167	932	231	413	414	445	416	234	60	97	81	93	125	98	80	90	48
2 TU-F 3.57P 2																										
ONE DAY AT A TIME-M-F	116	126	122	A	3.6	12	280	1432	746	189^	796	285	481	426	372	260	286	69^	114^	122^	156^	121^	207^	125^	143^	75^
TU-F 4.00P 30 CBS CS		75	73	B	4.5	14	350	1516	698	182	784	276	444	379	374	281	283	85	132	124	123	121	202	131	247	142
ONE LIFE TO LIVE	124	199	194	A	8.1	30	630	1216	778	166	862	466	627	511	306	167	223	93^	149	108	92^	70^	77^	61^	54^	32^
1 M-F 2.00P 60 ABC DD		99	96	B	9.1	32	708	1299	822	184	904	485	672	514	319	169	202	89	127	86	68	70	97	81	96	37
2 MON. 2.00P 49																										
2 TU-F 2.00P 60																										
2.00 - 2.30				A	7.7	29	599	1217	778	163	862	466	621	508	301	173	229	92^	152	112	98	72^	74^	60^	52^	29^
2.30 - 3.00				A	8.4	32	654	1216	788	174	870	471	637	517	313	163	211	90	139	102	83^	66^	81^	66^	54^	34^
PASSWORD PLUS	126	187	187	A	4.5	20	350	1209	753	82^	801	155^	286	257	363	472	339	48^	92^	102^	155^	214	LT	LT	58^	32v
M-F 11.30A 30 NBC QG		93	93	B	4.5	19	350	1258	773	131	819	163	331	352	393	404	336	80	113	127	129	188	46	22	57	30
PRICE IS RIGHT 1	126	193	189	A	6.5	31	506	1364	739	150	848	260	361	300	284	431	327	62^	116	94^	105^	203	34^	16v	155	47^
M-F 11.00A 30 CBS AP		95	95	B	6.5	30	506	1428	719	168	832	275	410	342	325	367	360	92	145	123	140	198	52	25	184	57
PRICE IS RIGHT 2	126	192	190	A	7.3	33	568	1366	747	153	853	239	357	307	315	433	333	81^	127	89^	98^	200	34^	16v	146	57^
M-F 11.30A 30 CBS AP		95	95	B	7.4	32	576	1426	746	160	854	264	408	345	342	384	370	89	143	123	147	210	46	25	156	52
RYAN'S HOPE	128	188	186	A	5.8	24	451	1279	800	208	889	446	632	469	305	202	255	91^	167	114^	124^	88^	73^	55^	62^	23v
M-F 12.30P 30 ABC DD		96	96	B	6.8	26	529	1346	791	212	885	431	626	493	346	189	257	110	169	124	101	77	97	73	107	36
SEARCH FOR TOMORROW	126	187	184	A	5.9	24	459	1397	801	204	923	254	429	439	392	422	306	73^	101^	100^	119^	183	44^	33v	124^	40^
M-F 12.30P 30 CBS DD		96	95	B	6.3	25	490	1327	766	179	880	238	405	414	379	398	300	68	105	94	124	176	41	31	106	30
TEXAS	127	193	194	A	4.3	15	335	1293	765	176	846	237	428	358	385	383	287	43v	109^	92^	143^	173^	88^	65^	72^	47^
1 M-F 3.00P 60 NBC DD		93	94	B	4.7	15	366	1263	759	190	850	255	443	408	369	349	241	58	82	61	96	144	71	55	101	61
2 TU-F 3.00P 60																										
3.00 - 3.30				A	4.2	15	327	1214	765	186	842	230	421	346	394	383	254	34v	89^	76^	123^	162^	75^	61^	43v	31v
3.30 - 4.00				A	4.5	15	350	1297	734	154^	817	229	411	355	363	373	297	43v	114^	98^	154^	176	94^	65^	89^	54^
TODAY SHOW-7.30AM	130	215	215	A	5.6	27	436	1294	697	211	755	145	282	262	357	419	460	71^	121^	137	199	312	12v	LT	67^	43^
M-F 7.30A 30 NBC N		99	99	B	5.1	27	397	1372	760	173	792	169	320	282	391	429	502	88	163	171	233	305	25	LT	53	35

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WEEKDAY DAYTIME CONT'D																										
TODAY SHOW-8.30AM	129	212	212	A	6.0	28	467	1270	715	135	771	158	281	226	364	448	437	66^	92^	80^	182	321	13v	13v	49^	30v
M-F 8.30A 30 NBC N		99	99	B	6.0	29	467	1293	760	145	793	148	290	265	377	454	445	73	137	140	210	275	14	LT	41	25
TOURN PLAYERS CHAMP-MON(S)		140		A	2.9	9	226	1239	716^	35v	792^	155v	195v	217v	394^	470^	345^	LT	53v	53v	225v	292^	102v	102v	LT	LT
1 MON. 4.00P 60 CBS SE		67																								
4.00 - 4.30				A	2.7	9	210	1352	844^	24v	872^	182v	263v	304^	385^	486^	438^	LT	110v	110v	276v	328^	42v	42v	LT	LT
4.30 - 5.00				A	3.1	9	241	1116	594^	42v	710^	129v	129v	129v	394^	452^	257^	LT	LT	LT	174v	257^	149v	149v	LT	LT
WHEEL OF FORTUNE	127	188	187	A	5.1	25	397	1277	726	70^	797	157	313	281	366	447	344	56^	104^	117^	156	212	36v	22v	100^	40^
M-F 11.00A 30 NBC QG		94	94	B	4.7	22	366	1281	769	119	819	190	353	360	373	391	341	73	105	127	140	197	47	22	74	32
YOUNG AND THE RESTLESS	126	197	193	A	7.7	29	599	1205	777	152	878	264	434	416	416	367	188	44^	67^	67^	79^	109	38^	33^	101	28^
M-F 1.00P 60 CBS DD		99	97	B	7.8	29	607	1272	790	150	912	291	473	428	401	369	202	61	86	73	80	99	48	39	110	33
1.00 - 1.30				A	7.4	28	576	1200	771	153	874	265	440	424	419	356	189	42^	69^	70^	85^	107	37^	32^	100^	26v
1.30 - 2.00				A	8.0	30	622	1196	780	144	873	257	422	407	412	375	186	44^	63^	61^	73^	114	39^	34^	98	29^
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	19	186	184	A	4.5	20	350	1609	447	158^	447	180^	324^	294^	221^	103^	332^	121^	213^	155^	162^	119^	221^	76v	609	366
SAT. 12.00N 30 ABC FV		96	93	B	6.2	22	482	1660	397	149	432	190	293	225	182	115	316	161	229	140	106	80	244	118	668	438
ABC WIDE WORLD-SPORTS SAT	17	203	201	A	10.7	27	832	1656	483	216	520	187	261	249	203	207	818	334	513	437	338	262	163	39^	155	120^
SAT. 5.00P 90 ABC SA		98	99	B	11.3	25	879	1670	538	220	594	204	327	287	265	217	733	259	439	397	346	247	158	54	185	131
5.00 - 5.30				A	10.1	28	786	1609	455	200	505	178	225	227	184	211	764	319	449	396	292	272	181	54^	159	106^
5.30 - 6.00				A	11.5	30	895	1585	436	193	473	149	211	205	186	209	821	351	525	448	318	257	147	46^	144	117^

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
6.00 - 6.30				A	10.6	25	825	1765	556	252	584	236	349	316	242	200	859	330	558	466	399	252	158	15v	164	135^
ABC WIDE WORLD-SPORTS SUN	10	178	193	A	9.7	24	755	1736	602	209	641	207	342	301	264	255	676	202	382	384	335	254	196	73^	223	145^
SUN. 4.30P 90 ABC SA		96	97	B	12.9	28	1004	1737	535	197	587	185	350	318	291	195	819	308	518	457	387	247	153	53	178	125
4.30 - 5.00				A	9.6	25	747	1763	589	219	629	229	369	324	258	213	740	195	391	382	390	300	204	48^	190	111^
5.00 - 5.30				A	9.8	24	762	1696	580	178	630	162	316	279	254	279	660	201	387	399	310	239	174	68^	232	147^
5.30 - 6.00				A	9.7	23	755	1762	638	231	663	205	342	298	282	277	633	205	369	372	312	225	218	106^	248	183
ALL NEW POPEYE HOUR 1	5	187	186	A	5.4	24	420	1224	270^	134^	303	124^	224^	145^	129^	79^	243^	178^	193^	150^	15v	50v	147^	76^	531	195^
SAT. 11.00A 30 CBS CA		97	96	B	6.0	24	467	1479	277	127	306	160	233	149	100	73	340	254	288	208	56	42	137	51	696	310
ALL NEW POPEYE HOUR 2	5	187	186	A	5.5	24	428	1248	259^	126^	287	119^	201^	128^	106^	86^	216^	164^	176^	143^	12v	40v	173^	105^	572	274^
SAT. 11.30A 30 CBS CA		97	96	B	6.2	25	482	1500	274	116	297	156	213	147	86	84	332	248	281	194	58	45	135	48	736	363
AMERICAN BANDSTAND '81	20	173	171	A	3.9	16	303	1653	489	281^	519	304^	413	275^	185^	99v	461	143^	302^	241^	262^	139^	234^	65v	439	261^
SAT. 12.30P 60 ABC PC		83	86	B	5.1	18	397	1560	497	155	560	300	417	250	184	126	410	215	293	205	154	95	249	153	341	216
12.30 - 1.00				A	3.7	15	288	1743	529	288^	556	282^	417^	291^	211^	133^	469	131^	322^	260^	275^	129^	229^	79v	489	282^
1.00 - 1.30				A	4.1	17	319	1530	443	267^	469	311^	395	251^	158^	69v	437	153^	275^	213^	235^	143^	234^	49v	390	241^
AMERICAN SPORTSMAN	1		166	A	7.0	18	545	1960	734	351^	802	266^	447	413^	312^	285^	839	269^	445	471	376^	278^	153^	30v	166^	137^
2 SUN. 3.30P 60 ABC SA			87	B	7.0	18	545	1960	734	351	802	266	447	413	312	285	839	269	445	471	376	278	153	30	166	137
3.30 - 4.00				A	6.2	16	482	2029	726	374^	824	247^	471^	455^	349^	284^	891	252^	489^	518	438^	286^	124v	31v	190^	162^
4.00 - 4.30				A	7.8	20	607	1891	732	328^	775	280^	422	378^	278^	280^	796	280^	406	432	327^	274^	177^	29v	143^	115^
ANIMALS, ANIMALS, ANIMALS	24	128	132	A	2.8	12	218	1298	340^	129v	427^	207^	294^	206^	152^	87v	335^	165^	183^	120v	120v	124v	82v	82v	454^	349^
SUN. 11.30A 30 ABC CL		83	84	B	2.8	11	218	1339	417	152	434	165	249	203	165	156	346	140	200	166	132	123	103	51	456	295
ASK NBC NEWS-8:58AM	28	189	194	A	4.0	20	311	1691	132^	68v	132^	49v	71v	71v	48v	61v	206^	86v	115^	71v	120^	74v	376^	34v	977	623
SAT. 8.58A 2 NBC CN		97	98	B	3.9	21	303	1677	207	52	215	94	136	119	84	60	168	101	126	70	55	34	151	52	1143	690
ASK NBC NEWS-10:58AM	28	177	199	A	4.2	19	327	1630	284^	89v	314^	106^	192^	130^	125^	104^	275^	97^	169^	151^	129^	80v	233^	92v	808	523
SAT. 10.58A 2 NBC CN		84	97	B	5.5	21	428	1629	278	105	316	174	223	112	90	82	272	153	209	119	98	54	266	97	775	480

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ASK NBC NEWS-11:58AM	28	174	196	A	4.4	20	342	1325	302^	33v	334^	188^	208^	78v	61v	109^	263^	125^	196^	146^	121^	67v	140^	26v	588	258^
SAT. 11.58A 2 NBC CN		83	96	B	5.7	21	443	1516	267	74	311	149	196	119	100	98	294	147	204	122	120	72	200	73	711	418
ASK NBC NEWS-9:58AM	27	201	205	A	4.3	19	335	1567	119^	36v	155^	69v	96^	95^	50v	42v	349^	87v	275^	254^	215^	66v	131^	77v	932	576
SAT. 9.58A 2 NBC CN		98	99	B	4.9	20	381	1691	206	74	228	121	153	109	76	54	158	82	120	83	64	32	227	94	1078	679
BASEBALL PREVIEW '81(S)			145	A	3.9	12	303	1228	278^	30v	278^	67v	67v	60v	99v	151v	588^	245^	371^	434^	310^	154v	71v	32v	291^	119v
2 SAT. 4.00P 30 NBC SC			76																							
BATMAN & SUPER 7 I	27	174	196	A	4.4	20	342	1342	365	92^	367	153^	208^	121^	117^	117^	234^	97^	117^	78v	87v	94^	130^	78v	611	346^
SAT. 11.00A 30 NBC CA		83	96	B	5.4	21	420	1589	263	87	325	177	215	105	89	96	289	164	218	124	105	57	214	89	761	463
BATMAN & SUPER 7 II	27	174	196	A	4.5	20	350	1371	346	54v	369	205^	248^	102^	83v	101^	334^	186^	258^	135^	114^	76v	139^	46v	529	271^
SAT. 11.30A 30 NBC CA		83	96	B	5.5	21	428	1536	276	81	322	157	204	117	102	101	296	159	218	117	113	63	218	82	700	431
BUGS BUNNY/ROAD RUNNER 1	5	201	199	A	6.0	31	467	1405	112^	92^	156^	90^	136^	87^	66^	LT	197^	137^	173^	105^	60v	24v	208^	79^	844	480
SAT. 8.30A 30 CBS CA		99	99	B	6.2	31	482	1495	176	106	226	153	201	108	73	13	266	199	232	143	63	24	175	81	828	472
BUGS BUNNY/ROAD RUNNER 2	5	201	200	A	7.9	36	615	1515	263	221	287	193^	263	151^	94^	12v	240	196^	231	121^	44v	9v	213	57^	775	386
SAT. 9.00A 30 CBS CA		99	99	B	8.2	36	638	1575	252	173	295	197	257	140	98	24	253	184	217	158	64	28	191	60	836	436
BUGS BUNNY/ROAD RUNNER 3	5	201	200	A	8.2	35	638	1652	315	245	365	261	325	189^	104^	13v	277	196	251	164^	81^	26v	209	37v	801	386
SAT. 9.30A 30 CBS CA		99	99	B	8.7	36	677	1657	293	182	341	220	293	167	121	35	337	217	290	211	110	40	168	42	811	424
CBS SPORTS SPEC. SUN. ED.(S)		146		A	7.1	20	552	1478	512	69v	516	170^	296^	269^	203^	195^	808	254^	464	516	417^	260^	45v	18v	109v	60v

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
1 SUN. 3.27P 45 CBS SE		86																								
3.30 - 4.00				A	7.1	20	552	1478	515	57v	515	186^	319^	289^	179^	173^	852	269^	506	556	452	261^	21v	21v	90v	23v
CBS SPORTS SPEC. SP. ED.(S)			175	A	5.2	15	405	1360	373^	69v	432^	60v	94v	73v	200^	299^	639	160^	291^	189^	418^	309^	200^	93v	89v	57v
2 SAT. 4.00P 132 CBS SE			96																							
4.00 - 4.30				A	4.3	13	335	1281	240^	32v	296^	57v	57v	62v	183^	177v	603^	179v	314^	290^	424^	220^	226^	77v	156v	96v
4.30 - 5.00				A	4.4	13	342	1368	364^	47v	437^	41v	88v	115v	257^	281^	579^	106v	263^	195^	473^	278^	250^	81v	102v	56v
5.00 - 5.30				A	5.3	15	412	1296	401^	61v	486^	50v	80v	66v	202^	370^	555^	58v	170^	136v	418^	361^	162^	85v	93v	68v
5.30 - 6.00				A	5.9	16	459	1357	380^	114v	434^	67v	92v	53v	173^	314^	714	216^	332^	152^	418^	346^	161^	100v	48v	48v
CBS SPORTS SPECTACULAR	26	154		A	4.7	13	366	1549	699	90v	833	199^	296^	279^	236^	440^	550^	142v	257^	197^	211^	293^	74v	38v	92v	60v
1 SAT. 5.00P 60 CBS SA		89		B	6.3	16	490	1436	452	152	510	157	262	231	237	207	668	208	372	342	326	243	111	52	147	86
5.00 - 5.30				A	4.2	12	327	1541	716^	107v	860	202^	291^	280^	245^	460^	525^	134v	231^	177v	195^	294^	70v	30v	86v	64v
5.30 - 6.00				A	5.2	14	405	1536	685	72v	808	197^	296^	275^	225^	422^	561^	143v	272^	210^	220^	289^	71v	42v	96v	55v
DAFFY DUCK SHOW	28	177	199	A	4.7	21	366	1642	264^	96^	289^	90^	177^	132^	123^	90^	330	169^	234^	123^	119^	76v	244^	104^	779	512
SAT. 10.30A 30 NBC CA		84	97	B	5.6	22	436	1645	260	102	303	160	209	116	92	82	258	144	199	122	96	48	277	99	807	501
DEAR ALEX & ANNIE-11.55AM	24	184	183	A	4.9	23	381	1525	412	205^	415	113^	227^	301^	274^	93^	160^	78v	117^	91^	61v	43v	197^	92^	753	483
SAT. 11.55A 4 ABC CN		95	95	B	5.8	23	451	1503	255	109	288	129	183	147	126	78	240	118	175	111	87	59	215	94	760	480
DEAR ALEX & ANNIE-11.26AM	28	110	116	A	3.8	16	296	1429	318^	101v	426	230^	355^	216^	156^	71v	398^	188^	235^	186^	159^	115^	105^	23v	500	321^
SUN. 11.26A 3 ABC CN		77	76	B	3.5	14	272	1512	404	103	435	206	307	216	185	104	368	167	249	208	167	89	201	111	508	328
DINAH SHORE GOLF-SAT(S)			185	A	4.1	12	319	1326	520^	254^	593^	198^	320^	211^	269^	241^	595^	200^	266^	297^	236^	267^	LT	LT	132v	98v
2 SAT. 4.30P 90 NBC SE			94																							
4.30 - 5.00				A	3.6	11	280	1243	368^	161v	425^	143v	183v	160v	172v	179v	648^	190v	333^	368^	311^	240^	28v	LT	142v	79v
5.00 - 5.30				A	4.2	13	327	1440	510^	300^	617^	222^	373^	229^	294^	223^	606^	206^	275^	342^	259^	245^	LT	LT	217^	171v
5.30 - 6.00				A	4.6	13	358	1274	635^	279^	685	212^	366^	218^	313^	305^	544^	206^	206^	201^	154v	305^	LT	LT	45v	45v
DINAH SHORE GOLF-SUN(S) CONT'D			199	A	5.8	13	451	1621	563	135^	718	170^	302^	347^	277^	369^	764	203^	311^	258^	290^	409^	33v	15v	106v	68v

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
DINAH SHORE GOLF-S-CONT'D																										
2 SUN. 4.30P 125 NBC SE			98																							
4.30 - 5.00				A	5.0	12	389	1591	499^	149v	674	137v	262^	296^	277^	378^	791	156^	282^	249^	338^	452^	LT	LT	119v	119v
5.00 - 5.30				A	5.0	12	389	1630	463^	160^	717	210^	338^	369^	243^	348^	784	193^	331^	254^	306^	414^	15v	15v	114v	44v
5.30 - 6.00				A	6.2	14	482	1548	533	141^	782	220^	360^	404^	274^	378^	725	183^	277^	204^	272^	411^	14v	14v	27v	LT
6.00 - 6.30				A	6.7	14	521	1643	672	64v	672	105v	240^	298^	295^	374^	756	244^	332^	293^	261^	379^	74v	15v	141^	95v
DRAK PACK	5	166	168	A	5.4	22	420	1350	341	95^	381	240^	309	123^	88^	72v	153^	64v	117^	98^	53v	36v	159^	95^	657	291
SAT. 12.30P 30 CBS CA		91	89	B	6.0	23	467	1526	314	100	364	190	281	180	113	83	254	153	205	133	64	37	184	81	724	369
DRAWING POWER	21		172	A	3.5	14	272	1522	84v	LT	84v	55v	55v	29v	29v	LT	596^	258^	430^	298^	338^	144v	85v	37v	757^	547^
2 SAT. 12.30P 30 NBC CL			89	B	3.7	13	288	1663	285	101	324	158	216	139	116	99	416	188	298	207	168	93	202	72	721	400
FACE THE NATION	28	154	172	A	3.7	16	288	1424	525	129^	538	121^	218^	253^	253^	258^	669	124^	211^	268^	362^	388^	25v	25v	192^	178^
SUN. 11.30A 30 CBS CC		92	97	B	3.9	15	303	1351	514	127	578	140	228	208	234	308	638	115	253	312	347	300	48	17	87	55
FLINTSTONE'S COMEDY SHW 1	19	201	205	A	4.4	21	342	1567	150^	80v	176^	68v	83v	61v	70v	58v	257^	94^	182^	160^	135^	64v	221^	66v	913	559
SAT. 9.00A 30 NBC CA		98	99	B	4.4	20	342	1671	204	67	226	112	147	113	81	62	162	68	112	89	77	42	226	92	1057	638
FLINTSTONE'S COMEDY SHW 2	19	201	205	A	4.5	20	350	1563	108^	37v	145^	62v	80v	74v	44v	48v	334^	83v	261^	249^	206^	65v	140^	71v	944	568
SAT. 9.30A 30 NBC CA		98	99	B	4.9	20	381	1730	198	60	230	123	156	104	75	60	176	83	129	93	79	38	250	97	1074	674
FLINTSTONE'S COMEDY SHW 3	19	201	205	A	4.8	21	373	1820	361	80v	398	291^	323	121^	62v	45v	273^	99^	193^	156^	131^	69v	221^	132^	928	575
SAT. 10.00A 30 NBC CA		98	99	B	5.1	20	397	1688	236	88	273	149	187	104	79	76	217	104	163	110	96	45	263	117	935	580
FONZ/HAPPY DAYS GANG	21	191	193	A	6.6	30	513	1351	250	115^	250	112^	154^	102^	77^	91^	79^	26v	52v	31v	26v	27v	104^	41v	918	539
SAT. 9.00A 30 ABC CA		99	99	B	6.7	31	521	1626	210	66	221	120	158	118	77	50	137	72	108	83	54	24	158	69	1110	699
GODZILLA/HONG KONG 1	19	189	194	A	3.1	21	241	1440	111v	62v	111v	62v	87v	87v	49v	24v	71v	51v	71v	45v	20v	LT	137^	29v	1121	594
SAT. 8.00A 30 NBC CA		97	98	B	2.7	21	210	1503	165	45	175	91	108	81	62	55	126	69	93	66	48	25	108	LT	1094	637
GODZILLA/HONG KONG 2	19	189	194	A	4.3	23	335	1621	122^	60v	122^	65v	86v	86v	42v	36v	111^	64v	88v	62v	47v	18v	259^	36v	1129	654
SAT. 8.30A 30 NBC CA		97	98	B	3.8	21	296	1691	206	54	215	105	139	116	77	60	155	96	115	71	44	30	156	48	1165	679
GREATEST SUPERFRIENDS-1	22	178	177	A	4.0	27	311	1531	318^	174^	318^	170^	219^	96v	116^	87v	263^	160^	219^	120^	79v	44v	87v	19v	863	525
SAT. 8.00A 30 ABC CA		92	90	B	3.7	25	288	1643	251	100	268	158	202	130	90	49	201	97	153	118	79	40	151	43	1023	593
GREATEST SUPERFRIENDS-2	22	178	177	A	5.3	28	412	1490	296	170^	296	180^	223^	115^	94^	62v	165^	65v	104^	58v	70v	61v	92^	14v	937	566
SAT. 8.30A 30 ABC CA		92	90	B	5.2	27	405	1593	217	82	231	129	169	119	86	45	144	70	114	91	60	25	173	69	1045	605
HEATHCLIFF & DINGBAT	26	194	194	A	6.2	28	482	1282	321	141^	321	131^	222^	243^	159^	66^	162^	89^	132^	93^	63v	30v	156^	81^	643	391
SAT. 11.00A 30 ABC CA		98	98	B	6.8	27	529	1605	240	95	269	151	199	149	96	48	238	145	194	117	72	37	245	105	853	516
HERITAGE GOLF CLASSIC-SAT(S)		148		A	3.1	9	241	1440	531^	83v	618^	162v	211v	154v	364^	344^	556^	146v	225v	187v	249v	331^	66v	LT	200v	92v
1 SAT. 4.00P 60 CBS SE		89																								
4.00 - 4.30				A	3.3	10	257	1440	553^	51v	584^	168v	209v	125v	329^	339^	571^	151v	217v	178v	261^	354^	82v	LT	203v	79v
4.30 - 5.00				A	2.9	8	226	1420	495^	106v	645^	155v	212v	180v	398^	345^	530^	136v	230v	195v	234v	300^	50v	LT	195v	106v
HERITAGE GOLF CLASSIC-SUN(S)		155		A	6.0	16	467	1403	527	100v	574	128v	186^	150^	279^	369^	719	164^	263^	317^	349^	373^	54v	LT	56v	28v
1 SUN. 4.12P 108 CBS SE		91																								
4.30 - 5.00				A	5.9	16	459	1294	490^	65v	531	103v	151^	135^	262^	370^	685	163^	268^	322^	334^	334^	63v	LT	15v	LT
5.00 - 5.30				A	5.9	16	459	1458	562	111v	606	129v	186^	144^	286^	406^	744	162^	250^	306^	373^	407^	40v	LT	68v	33v
5.30 - 6.00				A	6.0	15	467	1488	553	126v	608	163^	231^	162^	297^	356^	753	171^	278^	297^	351^	407^	43v	LT	84v	50v
IN THE NEWS- 8.26AM	5	195	194	A	4.5	27	350	1300	96^	82v	96^	37v	72v	96^	59v	LT	161^	114^	128^	85v	47v	33v	192^	60v	851	481
SAT. 8.26A 3 CBS CN		98	98	B	4.6	27	358	1376	185	117	205	115	159	94	80	25	203	137	176	127	58	20	148	53	820	455

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
IN THE NEWS- 8.56AM	5	201	200	A	6.7	33	521	1378	110^	93^	171^	111^	153^	87^	60^	LT	193^	135^	173^	97^	58v	20v	199^	69^	815	446
SAT. 8.56A 3 CBS CN		99	99	B	6.7	32	521	1542	174	102	228	162	208	102	66	11	285	228	253	134	57	23	172	84	857	493
IN THE NEWS- 9.26AM	5	201	200	A	8.3	37	646	1540	276	214	296	199	271	167^	97^	9v	241	194	227	120^	47v	14v	240	68^	763	386
SAT. 9.26A 3 CBS CN		99	99	B	8.6	37	669	1656	267	170	306	197	265	154	109	26	283	196	244	182	81	31	221	67	846	455
IN THE NEWS-10.26AM	5	197	195	A	6.1	26	475	1455	236^	178^	282	209^	282	202^	73^	LT	256	138^	193^	150^	76^	63v	129^	46v	788	317
SAT. 10.26A 3 CBS CN		99	98	B	6.9	27	537	1585	239	117	279	173	236	154	90	43	350	211	287	214	106	58	135	48	821	383
IN THE NEWS-11.56AM	5	187	186	A	5.5	24	428	1336	276^	134^	302	127^	204^	117^	95^	98^	217^	168^	180^	131^	12v	37v	228^	139^	589	276^
SAT. 11.56A 3 CBS CN		97	96	B	6.2	25	482	1564	294	125	315	172	230	156	82	85	340	259	291	191	56	42	148	55	761	389
IN THE NEWS-12.26PM	5	186	184	A	5.3	23	412	1311	308	182^	390	254^	320	146^	100^	70v	168^	83^	131^	105^	68v	37v	190^	90^	563	262^
SAT. 12.26P 3 CBS CN		98	96	B	6.2	24	482	1596	325	124	373	185	263	163	123	110	317	225	264	142	55	48	185	63	721	383
IN THE NEWS-12.56PM	5	166	168	A	5.1	21	397	1267	315	138^	350	159^	229^	119^	121^	121^	146^	58v	106^	86^	48v	40v	146^	103^	625	267^
SAT. 12.56P 3 CBS CN		91	89	B	5.6	21	436	1542	337	125	387	169	282	205	148	105	289	181	235	154	72	36	173	78	693	356
IN THE NEWS- 1.26PM	5	167	170	A	5.0	20	389	1612	414	180^	514	202^	310^	203^	182^	190^	406	100^	229^	170^	188^	177^	167^	89^	525	288^
SAT. 1.26P 3 CBS CN		94	93	B	5.3	19	412	1769	428	172	490	187	306	260	184	163	416	174	267	228	164	115	209	107	654	339
IN THE NEWS- 8.26AM-SUN.	4	42	37	A	.8	7	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A 3 CBS CN		31	30	B	1.0	8	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.	3	42		A	1.7	11	132	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SUN. 8.56A 3 CBS CN		30		B	1.7	11	132	793	76	LT	76	76	76	LT	LT	LT	151	151	151	85	LT	LT	LT	LT	566	318
IN THE NEWS-10.56AM	5	197	194	A	5.6	25	436	1337	269^	193^	289	129^	269^	211^	160^	20v	170^	113^	133^	78^	20v	37v	151^	91^	727	290
SAT. 10.56A 3 CBS CN		99	98	B	6.1	25	475	1537	263	139	298	157	253	172	121	45	336	226	281	221	78	49	144	56	759	330
IN THE NEWS-11.26AM	5	187	186	A	5.4	24	420	1317	292	126^	328	142^	242^	159^	132^	86^	253^	191^	206^	161^	15v	47v	124^	72v	612	317
SAT. 11.26A 3 CBS CN		97	96	B	6.0	24	467	1543	305	116	332	171	241	164	104	91	354	268	297	209	52	51	118	39	739	364
INTERNATIONAL BOXING	9	161		A	8.5	23	661	1604	351^	94^	375	139^	248^	246^	159^	107^	840	269^	484	423	445	314^	142^	28v	247^	133^
1 SUN. 3.15P 75 ABC SE		88		B	9.6	23	747	1583	441	163	492	158	304	266	238	153	828	298	501	471	391	270	124	40	139	96
3.30 - 4.00				A	8.0	22	622	1593	314^	71v	335^	118^	230^	233^	153^	86v	818	266^	481	424	427	294^	174^	48v	266^	146^
4.00 - 4.30				A	10.0	27	778	1537	365	110^	390	155^	245^	238^	141^	128^	868	276^	510	440	472	316	81^	24v	198^	90^
ISSUES AND ANSWERS	25	166	188	A	3.7	15	288	1663	571	190^	707	132^	267^	250^	298^	392^	705	156^	306^	294^	393^	306^	80v	LT	171^	94v
SUN. 12.00N 30 ABC CC		93	98	B	3.9	14	303	1341	540	141	576	124	236	212	251	308	589	152	258	266	295	268	68	29	108	72
JASON OF STAR COMMAND	5	168	170	A	5.0	20	389	1527	389	186^	499	220^	334	200^	174^	149^	232^	79^	154^	113^	98^	78v	154^	89^	642	360
SAT. 1.00P 30 CBS CL		94	93	B	5.5	20	428	1711	410	161	484	202	318	252	172	147	320	142	219	195	125	74	215	112	692	355
JONNY QUEST	26	137	162	A	3.8	17	296	1591	163^	58v	193^	105^	177^	91v	72v	16v	466	238^	361^	315^	201^	54v	115^	53v	817	528
SAT. 12.00N 30 NBC CA		73	84	B	4.9	18	381	1669	261	108	312	165	204	114	94	90	349	184	269	160	125	65	204	89	804	455
JUNIOR SUPERSTARS(S)			142	A	4.1	14	319	1677	488^	25v	488^	87v	221^	242^	317^	184v	653^	161v	289^	349^	332^	272^	376^	91v	160v	132v
2 SAT. 3.00P 30 ABC SE			79																							
KEMPER OPEN-SAT.(S)		138		A	3.4	9	265	1442	502^	170v	529^	135v	207v	194v	291^	268^	770^	280^	355^	216v	359^	346^	123v	34v	20v	LT
1 SAT. 5.30P 60 NBC SE		83																								
5.30 - 6.00				A	3.2	9	249	1554	410^	157v	470^	148v	237v	205v	261^	193v	960	370^	482^	305^	462^	338^	124v	28v	LT	LT
6.00 - 6.30				A	3.5	9	272	1346	588^	177v	588^	125v	180v	183v	323^	342^	603^	198v	242^	132v	269^	361^	122v	33v	33v	LT
KEMPER OPEN-SUN.(S) CONT'D		156		A	3.6	10	280	1339	615^	79v	636^	96v	179v	257^	401^	379^	636^	83v	147v	214v	296^	411^	42v	LT	25v	25v

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WEEKEND DAYTIME CONT'D																										
KEMPER OPEN-SUN.(S-CONT'D																										
1 SUN. 2.00P 126 NBC SE		90																								
2.00 - 2.30				A	3.8	12	296	1544	736^	57v	736^	199v	330^	395^	392^	341^	747^	145v	281^	365^	352^	382^	61v	27v	LT	LT
2.30 - 3.00				A	3.5	10	272	1257	586^	74v	615^	71v	136v	235^	403^	380^	599^	99v	121v	183v	235^	416^	43v	LT	LT	LT
3.00 - 3.30				A	3.2	9	249	1386	639^	88v	675^	112v	152v	233v	398^	442^	632^	34v	70v	169v	309^	463^	39v	LT	40v	40v
3.30 - 4.00				A	3.7	10	288	1215	524^	115v	559^	LT	83v	163v	448^	396^	566^	LT	56v	132v	306^	434^	31v	LT	59v	59v
KIDS ARE PEOPLE TOO I	28	110	116	A	3.0	13	233	1519	247^	43v	294^	183^	247^	120v	90v	47v	442^	326^	369^	141^	90v	52v	152^	48v	631	417^
1 SUN. 10.30A 32 ABC CL		77	76	B	3.1	13	241	1528	377	97	396	198	272	185	152	109	341	177	245	194	135	75	188	97	603	389
2 SUN. 10.30A 36																										
10.30 - 11.00				A	3.0	13	233	1506	242^	39v	280^	176^	232^	107v	82v	48v	454^	339^	381^	143^	90v	51v	141^	29v	631	421^
KIDS ARE PEOPLE TOO II	27	110	116	A	3.7	15	288	1514	327^	118^	400^	209^	330^	219^	149^	70v	382^	212^	247^	170^	129^	94v	197^	100v	535	348^
1 SUN. 11.02A 28 ABC CL		77	76	B	3.6	14	280	1539	398	99	430	197	286	200	174	125	377	176	256	214	167	92	206	108	526	337
2 SUN. 11.06A 24																										
MEET THE PRESS	28	159	184	A	4.7	18	366	1361	418	139^	530	128^	191^	193^	217^	315^	643	113^	225^	257^	364	342	65v	LT	123^	74v
SUN. 12.30P 30 NBC CC		89	97	B	4.4	16	342	1404	530	143	578	109	181	178	232	344	694	153	257	282	317	349	50	19	82	57
MIGHTY MOUSE/HECKLE-JECKL	4	42	37	A	.8	8	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.00A 30 CBS CA		31	30	B	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
NBA ON CBS	9	151		A	8.5	27	661	1818	345^	221^	429	204^	269^	303^	169^	100^	862	367	571	499	407	228^	246^	84v	281^	216^
1 SUN. 1.00P 147 CBS SE		89		B	5.9	17	459	1638	363	198	428	171	238	219	172	153	871	380	565	498	371	257	197	69	142	104
1.00 - 1.30				A	6.4	25	498	1960	303^	185^	355^	176^	255^	263^	145^	61v	774	359^	590	515	335^	153^	312^	128^	519	444^
1.30 - 2.00				A	8.8	29	685	2147	380	236^	434	206^	284^	287^	174^	110^	855	350	586	532	387	211^	309^	112^	549	431
2.00 - 2.30				A	8.6	26	669	1825	365	273^	469	261^	312^	349^	168^	98^	793	332^	512	436	427	217^	282^	117^	281^	224^
2.30 - 3.00				A	8.9	26	692	1740	393	287^	540	313^	369	430	176^	89^	907	379	566	489	441	268^	219^	35v	74v	31v
3.00 - 3.30				A	10.2	29	794	1413	269^	115^	325	59v	123^	178^	169^	129^	922	399	585	516	412	253^	116^	40v	50v	12v
NBA PLAYOFF-GM.1	1		185	A	9.8	29	762	1488	242^	54v	285^	54v	103^	102^	123^	148^	856	426	550	466	362	235^	157^	12v	190^	171^
2 SUN. 1.00P 159 CBS SE			97	B	9.8	29	762	1488	242	54	285	54	103	102	123	148	856	426	550	466	362	235	157	12	190	171
1.00 - 1.30				A	6.4	23	498	1596	290^	89v	312^	77v	128^	128^	134^	149^	826	351^	539	451^	404^	249^	206^	56v	252^	209^
1.30 - 2.00				A	9.3	30	724	1554	237^	76v	267^	40v	80v	111^	115^	142^	859	391	533	494	401	228^	234^	32v	194^	174^
2.00 - 2.30				A	10.1	30	786	1499	261^	46v	294^	41v	105^	93^	147^	160^	835	430	523	465	332	235^	126^	LT	244^	226^
2.30 - 3.00				A	10.9	31	848	1522	293	50v	332	42v	130^	115^	149^	175^	866	441	548	452	347	242^	142^	LT	182^	168^
3.00 - 3.30				A	11.3	31	879	1429	179^	34v	239^	61v	78^	77^	97^	126^	922	483	605	495	379	240^	140^	LT	128^	115^
NBA PLAYOFF-GM. 2	1		184	A	10.1	25	786	1411	312	108^	379	133^	183^	195^	155^	143^	797	388	559	468	348	195^	107^	LT	128^	112^
2 SUN. 3.39P 155 CBS SE			97	B	10.1	25	786	1411	312	108	379	133	183	195	155	143	797	388	559	468	348	195	107	LT	128	112
3.30 - 4.00				A	9.9	26	770	1232	193^	25v	248^	86^	115^	118^	104^	95^	716	425	523	388	244^	177^	96^	LT	172^	142^
4.00 - 4.30				A	9.4	24	731	1308	222^	63v	276^	106^	127^	141^	110^	100^	797	424	546	462	305^	195^	106^	LT	129^	116^
4.30 - 5.00				A	9.0	23	700	1296	272^	100^	327^	109^	164^	168^	155^	114^	745	394	534	468	308^	150^	118^	LT	106^	95^
5.00 - 5.30				A	9.3	23	724	1359	296^	111^	369	128^	160^	162^	142^	156^	789	358	546	458	384	191^	79v	LT	122^	116^
5.30 - 6.00				A	11.2	26	871	1460	355	128^	446	173^	214^	212^	147^	181^	857	378	612	520	415	210^	71^	LT	86^	86^
NCAA CHAMP.SERIES-PRE(S)		210		A	4.9	22	381	1281	315^	76v	325^	128v	231^	176^	153v	94v	620^	270^	333^	237^	140v	263^	179^	21v	157v	56v
1 SAT. 12.30P 15 NBC SC		99																								
NCAA CHAMP.SERIES-SAT-1(S)		210		A	8.7	35	677	1440	321^	84v	327^	115^	223^	179^	177^	92^	900	330^	509	467	373	309^	144^	38v	69v	38v
1 SAT. 12.45P 120 NBC SE		99																								
1.00 - 1.30				A	8.0	33	622	1404	291^	87v	296^	96v	188^	149^	165^	108^	862	315^	492	435	334^	309^	155^	29v	91v	51v
1.30 - 2.00				A	9.0	37	700	1451	328^	90^	335^	125^	241^	187^	184^	81v	897	311^	495	469	380	313^	147^	34v	72v	33v
2.00 - 2.30				A	9.8	39	762	1474	330	74v	336	115^	233^	189^	184^	91^	948	347	529	496	414	318	130^	36v	60v	41v

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WEEKEND DAYTIME CONT'D																										
NCAA CHAMP.SERIES-SPEC.(S)		211		A	9.3	33	724	1405	347	93^	368	152^	264^	201^	189^	73v	867	354	509	467	378	271^	141^	61v	29v	21v
1 SAT. 2.45P 19 NBC SC		99																								
NCAA CHAMP.SERIES-SAT-2(S)		209		A	12.2	37	949	1413	375	128^	405	162^	248^	198^	182^	119^	835	308	474	480	410	260	142^	58v	31v	21v
1 SAT. 3.04P 123 NBC SE		99																								
3.00 - 3.30				A	10.3	35	801	1388	349	107^	370	156^	250^	196^	171^	82^	844	340	491	498	386	242^	150^	64v	24v	15v
3.30 - 4.00				A	11.5	35	895	1400	346	117^	378	162^	239^	185^	168^	108^	825	285	447	481	420	267	161^	62v	36v	26v
4.00 - 4.30				A	12.6	38	980	1404	394	141^	427	171^	254	194^	187^	136^	812	282	449	471	410	264	128^	51v	37v	29v
4.30 - 5.00				A	14.0	39	1089	1466	402	140^	434	164^	251	208^	195^	138^	870	330	509	494	419	266	135^	59^	27v	17v
NCAA CHAMP.SERIES-POST(S)		209		A	7.9	23	615	1374	377^	160^	421	127^	226^	199^	226^	143^	774	268^	370^	344^	411	273^	136^	25v	43v	34v
1 SAT. 5.07P 23 NBC SC		99																								
NEW FAT ALBERT SHOW	5	186	184	A	5.5	24	428	1320	292	166^	341	177^	240^	125^	111^	101^	185^	87^	129^	105^	82^	56v	156^	77^	638	283
SAT. 12.00N 30 CBS CA		98	96	B	6.4	25	498	1420	298	131	336	168	238	157	114	98	250	168	202	129	62	41	144	54	690	350
PLASTICMAN/BABY PLAS SHOW	26	184	183	A	5.5	25	428	1516	377	193^	377	113^	217^	285	245^	74^	163^	78^	125^	103^	66v	38v	156^	75^	820	465
SAT. 11.30A 30 ABC CA		95	95	B	6.2	25	482	1548	250	108	279	132	185	153	119	67	237	119	178	118	87	51	206	93	826	510
PRO BOWLERS TOUR	12	191	187	A	8.3	25	646	1429	506	164^	559	168^	249	208	240	251	667	277	371	274	231	273	85^	23v	118^	104^
SAT. 3.30P 90 ABC SE		94	94	B	9.1	24	708	1607	604	196	651	195	333	310	290	267	702	238	378	336	295	275	121	47	133	104
3.30 - 4.00				A	7.0	22	545	1514	563	180^	584	189^	274	212^	229	268	704	250	357	263	265	312	110^	31v	116^	92^
4.00 - 4.30				A	8.3	25	646	1382	482	146^	553	143^	235	207	257	254	626	263	347	257	207	264	72^	18v	131^	120^
4.30 - 5.00				A	9.7	27	755	1408	482	173	547	173	246	207	234	233	671	307	401	301	226	246	79^	22v	111^	98^
RICHIE RICH	21	193	195	A	7.3	31	568	1530	259	139^	263	126^	178^	120^	72^	85^	148^	38v	52v	40v	49v	96^	174^	60^	945	556
SAT. 9.30A 30 ABC CA		99	99	B	7.7	30	599	1687	237	88	261	145	189	136	78	59	165	84	128	101	66	30	178	85	1083	676
SCHOOLHOUSE ROCK-8.26AM	22	178	177	A	4.5	28	350	1597	366	211^	366	206^	281^	138^	130^	73v	283^	160^	217^	118^	86v	66v	91^	13v	857	534
SAT. 8.26A 3 ABC CN		92	90	B	4.4	28	342	1652	238	93	260	156	194	127	84	50	187	94	147	114	71	33	155	43	1050	612
SCHOOLHOUSE ROCK-10.26AM	26	193	195	A	7.9	34	615	1169	193^	78^	193^	128^	139^	89^	27v	54^	110^	62^	94^	76^	32v	16v	210	72^	656	423
SAT. 10.26A 3 ABC CN		99	99	B	7.8	29	607	1579	223	86	251	144	187	125	81	50	188	107	156	108	65	25	209	106	931	573
SCHOOLHOUSE ROCK-10.56AM	21	193	195	A	6.8	30	529	1274	230	97^	230	113^	149^	137^	57v	74^	185^	92^	149^	101^	72^	36v	228^	85^	631	386
SAT. 10.56A 3 ABC CN		98	98	B	7.5	28	584	1625	250	103	271	161	205	149	86	49	255	159	213	120	77	37	251	116	848	518
SCHOOLHOUSE ROCK-11.55AM	25	128	132	A	2.9	12	226	1301	332^	124v	420^	177^	260^	226^	163^	120v	323^	155^	181^	123v	120v	120v	89v	89v	469^	333^
SUN. 11.55A 4 ABC CN		83	84	B	3.0	11	233	1446	482	171	517	169	244	201	173	244	398	155	221	188	128	152	101	47	430	271
SCOOBY & SCRAPPY DOO	21	193	195	A	8.0	34	622	1217	187^	81^	189^	126^	136^	89^	25v	53^	108^	63^	96^	80^	33v	12v	202	67^	718	453
SAT. 10.00A 30 ABC CA		99	99	B	8.6	32	669	1605	223	85	250	149	185	127	69	51	181	103	149	104	66	27	203	100	971	597
SPORTSWORLD	12	140	136	A	4.4	12	342	1614	519	216^	537	192^	326^	336^	263^	164^	841	336^	505	389	389	257^	127^	15v	109^	71v
1 SUN. 4.06P 120 NBC SE		84	70	B	6.8	17	529	1668	538	204	577	210	338	304	259	193	835	287	498	478	400	256	111	44	145	101
2 SUN. 2.30P 120																										
2.30 - 3.00				A	2.9	8	226	1757	782^	296^	782^	380^	619^	478^	283^	163v	734^	274^	341^	367^	227v	291^	169v	LT	72v	72v
3.00 - 3.30				A	3.2	9	249	1446	509^	149v	509^	256^	349^	294^	161v	160v	418^	133v	133v	133v	109v	285^	217v	LT	302^	302^
3.30 - 4.00				A	3.8	10	296	1345	575^	227^	575^	300^	381^	423^	204v	152v	469^	165v	212^	148v	190v	257^	199v	LT	102v	102v
4.00 - 4.30				A	3.8	10	296	1655	584	162^	584	218^	279^	321^	234^	263^	966	350^	570	480	470	321^	31v	LT	74v	24v
4.30 - 5.00				A	5.1	14	397	1544	385^	146v	400^	70v	221^	258^	255^	128v	962	368^	599	472^	548^	230^	51v	LT	131v	103v
5.00 - 5.30				A	5.5	15	428	1694	423^	220^	465^	97v	268^	298^	317^	126v	1110	537^	762	476^	485^	222^	86v	LT	33v	LT
5.30 - 6.00				A	6.0	15	467	1666	476^	328^	538	175^	336^	354^	325^	123v	880	338^	565	428^	450^	234^	179^	49v	69v	LT
SUNDAY MORNING	28	111	132	A	4.4	22	342	1401	637	161^	717	205^	357	276^	410	298^	564	207^	277^	290^	266^	239^	29v	20v	91^	36v
SUN. 9.00A 90 CBS N		78	82	B	4.5	22	350	1415	581	193	627	138	279	293	357	292	618	191	310	341	314	240	64	LT	106	66
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																										
SUNDAY MORNING-CONT'D																										
9.00 - 9.30				A	3.8	22	296	1500	602	152^	690	175^	337^	267^	383^	311^	672	321^	402^	345^	253^	233^	50v	23v	98v	42v
9.30 - 10.00				A	4.7	23	366	1355	671	175^	748	200^	388	306^	447	306^	541	189^	261^	287^	268^	232^	19v	19v	47v	25v
10.00 - 10.30				A	4.7	21	366	1352	628	158^	694	229^	333	243^	385	279^	499	134^	193^	249^	276^	250^	19v	19v	140^	44v
SUPERSTARS	10	161		A	6.8	21	529	1531	428^	157^	464	222^	360^	249^	183^	104v	636	131^	235^	243^	379^	328^	150^	LT	281^	225^
1 SUN. 2.00P 75 ABC SE		91		B	7.4	20	576	1677	570	216	621	200	394	344	313	183	707	266	421	377	322	221	173	54	176	122
2.00 - 2.30				A	6.1	19	475	1360	431^	221^	471^	260^	410^	246^	176^	61v	440^	112v	195^	231^	259^	160^	97v	LT	352^	286^
2.30 - 3.00				A	7.3	22	568	1562	427	138^	460	222^	350^	251^	174^	110^	719	102v	208^	213^	442	436	159^	LT	224^	179^
TARZAN/LONE RANGER-1	5	197	195	A	6.5	28	506	1425	221^	182^	280	205^	280	188^	75^	LT	253	139^	187^	138^	71^	66^	129^	48v	763	323
SAT. 10.00A 30 CBS CA		99	98	B	7.1	28	552	1537	239	121	282	178	244	151	91	38	338	201	281	206	108	52	143	50	774	359
TARZAN/LONE RANGER-2	5	197	194	A	5.9	26	459	1383	270	192^	296	159^	283	220^	137^	13v	190^	118^	148^	99^	30v	42v	130^	70^	767	308
SAT. 10.30A 30 CBS CA		99	98	B	6.5	26	506	1549	266	134	305	169	254	163	111	51	356	230	295	225	90	56	139	47	749	331
30 MINUTES	5	175	174	A	3.7	15	288	1587	607	215^	725	267^	541	374^	361^	173^	472	132^	288^	232^	316^	146^	129^	45v	261^	133^
SAT. 1.30P 30 CBS DN		96	91	B	4.3	15	335	1730	544	170	595	194	346	310	266	214	526	234	355	310	264	114	189	85	420	181
THREE ROBONIC STOOGES	3	42		A	1.3	9	101	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SUN. 8.30A 30 CBS CA		30		B	1.2	8	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
THUNDARR-THE BARBARIAN	26	193	195	A	7.2	32	560	1282	222	90^	224	119^	154^	139^	58^	61^	177^	96^	145^	91^	59^	32v	229	79^	652	397
SAT. 10.30A 30 ABC CA		98	98	B	7.7	30	599	1630	245	93	266	158	202	150	86	46	230	140	191	115	72	32	246	118	888	541
TIME OUT-8:28AM	28	189	194	A	4.0	25	311	1479	106^	61v	106^	62v	87v	87v	44v	19v	80v	58v	80v	41v	22v	LT	141^	32v	1152	653
SAT. 8.28A 2 NBC CN		97	98	B	3.5	25	272	1538	163	35	166	90	120	97	54	39	133	70	92	62	51	33	121	24	1118	682
TIME OUT-9:28AM	28	201	205	A	4.1	19	319	1580	122^	60v	140^	44v	53v	47v	70v	49v	264^	84v	194^	182^	152^	57v	189^	75v	987	601
SAT. 9.28A 2 NBC CN		98	99	B	4.7	21	366	1730	208	84	232	123	161	122	76	54	142	64	100	73	64	35	229	85	1127	702
TIME OUT-10:28AM	28	201	205	A	4.5	19	350	1777	400	69v	425	306^	329^	103^	51v	68v	263^	101^	174^	124^	128^	80v	208^	123^	881	520
SAT. 10.28A 2 NBC CN		98	99	B	4.8	19	373	1675	260	96	288	157	197	112	84	76	215	109	161	113	94	45	248	103	924	589
TIME OUT-11:28AM	28	174	196	A	4.3	19	335	1394	368	90v	373	146^	209^	125^	133^	119^	341^	183^	207^	91v	105^	116^	122^	62v	558	310^
SAT. 11.28A 2 NBC CN		83	96	B	5.4	21	420	1631	276	92	338	174	217	108	95	106	300	171	225	127	106	62	235	87	758	464
TIME OUT-12:28PM	27	137	162	A	3.7	16	288	1521	160^	49v	201^	108^	176^	86v	68v	25v	476	263^	357^	324^	181^	62v	122^	66v	722	465
SAT. 12.28P 2 NBC CN		73	84	B	4.5	16	350	1659	258	104	305	163	201	116	93	83	351	190	271	166	119	67	206	90	797	437
TOM AND JERRY	5	195	193	A	3.8	25	296	1409	118^	91v	118^	53v	94v	118^	65v	LT	179^	112^	131^	84v	67v	48v	216^	71v	896	528
SAT. 8.00A 30 CBS CA		98	98	B	4.0	25	311	1395	182	118	200	111	152	103	79	25	211	133	176	134	70	25	167	74	817	458

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. MAR.23, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					20,070				17,740				15,950			
TOTAL AUDIENCE (%)					25.8				22.8				20.5			
Program					THAT'S INCREDIBLE				DYNASTY (OP)				SOAP			
AVERAGE AUDIENCE (Households (000))					16,420				13,930				12,530			
AVERAGE AUDIENCE (%)					21.1	20.7*		21.5*	17.9	17.4*		18.4*	16.1	16.3*		15.9*
SHARE OF AUDIENCE %					31	31 *		31 *	26	25 *		28 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %					20.1	21.3	21.6	21.4	17.0	17.8	18.5	18.3	16.5	16.1	16.1	15.6
CBS TV TOTAL AUDIENCE (Households (000))					14,700				23,030		20,070		17,350			
TOTAL AUDIENCE (%)					18.9				29.6		25.8		22.3			
Program					WHITE SHADOW (R)(OP)				M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT			
AVERAGE AUDIENCE (Households (000))					11,670				20,460		18,050		14,000			
AVERAGE AUDIENCE (%)					15.0	14.4*		15.6*	26.3		23.2		18.0	18.6*		17.5*
SHARE OF AUDIENCE %					22	22 *		23 *	38		35		31	31 *		32 *
AVG. AUD. BY ¼ HR. %					14.0	14.8	15.2	16.0	25.4	27.2	23.9	22.6	18.6	18.5	17.7	17.4
NBC TV TOTAL AUDIENCE (Households (000))					19,220				17,270							
TOTAL AUDIENCE (%)					24.7				22.2							
Program					LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES THE MONKEY MISSION(SUS-OP)							
AVERAGE AUDIENCE (Households (000))					15,170				9,800							
AVERAGE AUDIENCE (%)					19.5	19.3*		19.7*	12.6	11.5*		11.9*		13.9*		13.3*
SHARE OF AUDIENCE %					29	29 *		29 *	20	17 *		18 *		23 *		24 *
AVG. AUD. BY ¼ HR. %					19.5	19.1	[illegible]	19.5	11.9	11.0	11.9	11.9	13.6	14.3	13.7	12.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))							[illegible]				19,450					
TOTAL AUDIENCE (%)							29.5				25.0					
Program		ABC SPECIAL REPORT-3 (2:59-8:33PM)(SUS)					SHOW BUSINESS (8:33-9:33PM)(+OP)				JOHN DENVER SPECIAL (9:33-10:33PM)(OP)				ABC SPECIAL REPORT-4 (10:33-11:01PM)(SUS)	
AVERAGE AUDIENCE (Households (000))							14,080				12,530					
AVERAGE AUDIENCE (%)							18.1	17.9*		18.6*	16.1	15.1*		16.8*		
SHARE OF AUDIENCE %							25	25 *		26 *	24	21 *		25 *		
AVG. AUD. BY ¼ HR. %							17.6	18.1	20.0	17.2	15.0	15.1	16.5	17.0	18.7	
CBS TV TOTAL AUDIENCE (Households (000))									24,970		23,180		23,260			
TOTAL AUDIENCE (%)									32.1		29.8		29.9			
Program				CBS NEWS SPEC. RPT.-2 53P (2:53-9:00PM)(SUS)					M*A*S*H		HOUSE CALLS		LOU GRANT (R)			
AVERAGE AUDIENCE (Households (000))									21,010		20,770		17,430			
AVERAGE AUDIENCE (%)									27.0		26.7		22.4	22.1*		22.6*
SHARE OF AUDIENCE %									38		38		36	34 *		38 *
AVG. AUD. BY ¼ HR. %									25.6	28.4	26.8	26.7	22.5	21.7	22.8	22.5
NBC TV TOTAL AUDIENCE (Households (000))						25,440										
TOTAL AUDIENCE (%)						32.7										
Program		NBC NIGHTLY NEWS SPECIAL (6:30-8:15PM)(SUS)				NCAA CHAMP. SERIES-MON. INDIANA VS NORTH CAROLINA (8:22-10:35PM)(S)(OP)										(1)
AVERAGE AUDIENCE (Households (000))						16,100										
AVERAGE AUDIENCE (%)						20.7		20.2*		20.2*		22.1*		21.8*		
SHARE OF AUDIENCE %						29		28 *		28 *		31 *		32 *		
AVG. AUD. BY ¼ HR. %						17.7	20.2	20.2	20.3	20.1	21.7	22.5	22.8	20.8	16.7	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	59.4	61.3	63.0	65.4	65.9	67.1	68.0	69.0	68.2	68.7	67.4	66.2	62.5	58.9	55.6	53.5
WK. 2	69.5	70.5	72.2	72.7	72.7	72.7	72.8	73.0	72.1	71.8	70.3	69.1	66.4	64.3	60.9	59.1

U.S. TV Households: 77,800,000

(1)NBC NEWS SPECIAL REPORT-2,NBC,(10:35-11:00PM)(SUS)

For explanation of symbols, See page A

EVE.MON. MAR.30, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 24, 1981

WEEK 1

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,820 22.9		16,730 21.5		16,960 21.8		15,790 20.3		17,350 22.3			
ABC TV	Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		← HART TO HART →			
ABC TV	AVERAGE AUDIENCE (Households (000) & %)					15,720 20.2		14,940 19.2		15,640 20.1		14,470 18.6		14,630 18.8	19.0*		18.6*
ABC TV	SHARE OF AUDIENCE %					32		29		30		28		31	30 *		31 *
ABC TV	AVG. AUD. BY ¼ HR. %					19.6	20.7	18.6	19.8	19.8	20.3	18.6	18.6	19.0	19.0	18.9	18.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,690 17.6				25,130 32.3							
CBS TV	Program					← PALMERSTOWN (OP) →				← GONE WITH THE WIND PT. 2 (R) →							
CBS TV	AVERAGE AUDIENCE (Households (000) & %)					10,500 13.5	13.0*		14.0*	19,220 24.7	22.4*		25.5*		26.0*		24.8*
CBS TV	SHARE OF AUDIENCE %					21	20 *		21 *	39	33 *		38 *		42 *		42 *
CBS TV	AVG. AUD. BY ¼ HR. %					12.9	13.1	13.7	14.3	21.5	23.2	25.3	25.6	26.0	25.9	25.8	23.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,960 21.8				15,170 19.5				11,440 14.7			
NBC TV	Program					← LOBO (OP) →				← BJ AND THE BEAR (OP) →				← WALKING TALL →			
NBC TV	AVERAGE AUDIENCE (Households (000) & %)					13,930 17.9	17.1*		18.7*	12,370 15.9	15.5*		16.3*	9,410 12.1	12.2*		11.9*
NBC TV	SHARE OF AUDIENCE %					27	27 *		28 *	24	23 *		24 *	20	19 *		20 *
NBC TV	AVG. AUD. BY ¼ HR. %					16.8	17.3	18.6	18.7	15.6	15.5	16.4	16.2	12.5	12.0	12.1	11.8

WEEK 2

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,960 21.8		15,870 20.4		27,770 35.7				36,720 47.2			
ABC TV	Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		← BARBARA WALTERS SPECIAL (OP) →				← ACADEMY AWARDS (10:00-12:45AM)(+OP) (SUSTAINING 12:45-1:13AM) →			
ABC TV	AVERAGE AUDIENCE (Households (000) & %)					14,470 18.6		14,160 18.2		21,630 27.8	27.3*		28.4*	24,120 31.0	34.1*		34.3*
ABC TV	SHARE OF AUDIENCE %					32		31		43	42 *		44 *	58	52 *		55 *
ABC TV	AVG. AUD. BY ¼ HR. %					18.0	19.1	18.0	18.4	27.0	27.5	28.1	28.7	33.6	34.6	34.5	34.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,990 16.7				17,580 22.6							
CBS TV	Program					← PALMERSTOWN (OP) →				← CBS TUESDAY NIGHT MOVIES → MORE WILD WILD WEST(R)							
CBS TV	AVERAGE AUDIENCE (Households (000) & %)					10,110 13.0	12.7*		13.4*	8,480 10.9	13.0*		11.9*		10.3*		8.5*
CBS TV	SHARE OF AUDIENCE %					20	20 *		20 *	17	19 *		18 *		16 *		14 *
CBS TV	AVG. AUD. BY ¼ HR. %					12.5	12.9	13.0	13.7	13.3	12.7	12.0	11.7	10.8	9.7	9.0	8.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,280 23.5				18,210 23.4				13,230 17.0			
NBC TV	Program					← LOBO (OP) →				← BJ AND THE BEAR (R)(SUS-OP) →				← WALKING TALL (R) →			
NBC TV	AVERAGE AUDIENCE (Households (000) & %)					13,850 17.8	16.6*		19.1*	13,690 17.6	17.4*		17.9*	10,110 13.0	12.7*		13.4*
NBC TV	SHARE OF AUDIENCE %					27	26 *		28 *	26	26 *		26 *	21	20 *		23 *
NBC TV	AVG. AUD. BY ¼ HR. %					16.3	16.9	18.9	19.2	17.3	17.6	18.4	17.3	12.6	12.8	13.3	13.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	56.4	59.4	61.4	62.7	63.0	64.8	65.6	66.9	67.4	67.6	67.1	66.8	63.3	61.8	60.7	57.4
WK. 2	58.0	59.7	60.5	62.5	63.7	65.2	66.6	68.2	68.0	67.7	68.1	67.8	65.2	62.8	60.3	58.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. TUE. MAR. 31, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.25, 1981

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	19,760 25.4				16,490 21.2				15,400 19.8			
Program	← GREATEST AMERICAN HERO →				← ALOHA PARADISE (OP) →				← VEGA$ →			
AVERAGE AUDIENCE (Households (000) & %)	16,100 20.7	19.9*		21.6*	12,910 16.6	16.0*		17.1*	12,060 15.5	14.8*		16.2*
SHARE OF AUDIENCE %	32	32 *		33 *	26	25 *		27 *	28	26 *		30 *
AVG. AUD. BY ¼ HR. %	18.9	20.9	21.8	21.3	15.6	16.4	17.0	17.1	13.8	15.7	16.3	16.2
CBS TV TOTAL AUDIENCE (Households (000) & %)	22,410 28.8											
Program	← BERLIN TUNNEL 21 (OP) →											
AVERAGE AUDIENCE (Households (000) & %)	12,450 16.0	14.3*		14.5*		16.5*		16.6*		17.6*		16.5*
SHARE OF AUDIENCE %	26	23 *		22 *		26 *		26 *		30 *		31 *
AVG. AUD. BY ¼ HR. %	14.5	14.2	14.4	14.6	16.8	16.3	16.5	16.7	17.9	17.3	17.3	15.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	20,460 26.3				18,830 24.2		15,790 20.3		14,080 18.1			
Program	← REAL PEOPLE (R)(OP) →				DIFF'RENT STROKES		FACTS OF LIFE (SUS-OP)		← HILL STREET BLUES SP.-WED →			
AVERAGE AUDIENCE (Households (000) & %)	16,100 20.7	19.9*		21.5*	16,960 21.8		14,470 18.6		10,430 13.4	14.3*		12.5*
SHARE OF AUDIENCE %	32	32 *		33 *	34		30		24	25 *		23 *
AVG. AUD. BY ¼ HR. %	19.1	20.7	21.1	22.0	21.3	22.3	18.7	18.6	14.8	13.8	13.0	12.1

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	19,840 25.5				15,950 20.5				13,380 17.2			
Program	← GREATEST AMERICAN HERO →				← ALOHA PARADISE (OP) →				← VEGA$ (R) →			
AVERAGE AUDIENCE (Households (000) & %)	16,420 21.1	20.2*		22.0*	12,060 15.5	15.6*		15.4*	10,350 13.3	13.1*		13.6*
SHARE OF AUDIENCE %	33	32 *		33 *	24	24 *		24 *	22	21 *		23 *
AVG. AUD. BY ¼ HR. %	19.7	20.7	22.0	22.0	15.6	15.5	15.4	15.5	12.9	13.2	13.4	13.8
CBS TV TOTAL AUDIENCE (Households (000) & %)	14,860 19.1				22,020 28.3							
Program	← ENOS (OP) →				← COUNTRY COMES HOME →							
AVERAGE AUDIENCE (Households (000) & %)	11,510 14.8	14.4*		15.1*	14,780 19.0	18.2*		20.2*		19.8*		17.9*
SHARE OF AUDIENCE %	23	23 *		23 *	30	28 *		31 *		32 *		31 *
AVG. AUD. BY ¼ HR. %	14.3	14.6	15.0	15.3	17.9	18.6	20.1	20.2	20.1	19.4	18.6	17.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	20,230 26.0				18,910 24.3		15,950 20.5		18,910 24.3			
Program	← REAL PEOPLE (R)(OP) →				DIFF'RENT STROKES		FACTS OF LIFE (R)(SUS-OP)		← QUINCY, M.E. →			
AVERAGE AUDIENCE (Households (000) & %)	16,420 21.1	20.3*		21.9*	16,800 21.6		14,780 19.0		15,480 19.9	19.7*		20.0*
SHARE OF AUDIENCE %	33	32 *		33 *	33		30		33	32 *		34 *
AVG. AUD. BY ¼ HR. %	19.7	21.0	21.7	22.0	21.9	21.3	18.8	19.1	19.2	20.3	20.4	19.6

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	56.9	58.8	59.0	59.9	61.4	63.8	64.7	65.2	63.7	64.3	63.1	62.6	58.6	57.4	55.4	51.8
WK. 2	57.0	59.0	59.2	61.2	62.3	64.0	65.9	66.9	65.3	64.7	64.3	64.4	61.6	61.0	59.8	57.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.WED. APR.1, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.26, 1981 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,240 18.3		13,460 17.3		16,420 21.1		15,560 20.0		18,910 24.3			
Program					MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					12,370 15.9		12,370 15.9		14,390 18.5		13,930 17.9		14,390 18.5	19.3*		17.6*
SHARE OF AUDIENCE %					26		25		28		28		31	31 *		30 *
AVG. AUD. BY ¼ HR. %					15.0	16.7	15.5	16.3	18.1	18.9	18.0	17.8	19.0	19.6	18.4	16.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					21,160 27.2				19,840 25.5				18,830 24.2			
Program					← MAGNUM, P.I. (OP) →				← KNOTS LANDING(B) →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000) & %)					17,270 22.2	21.0*		23.4*	15,870 20.4	20.2*		20.7*	15,870 20.4	20.3*		20.5*
SHARE OF AUDIENCE %					35	34 *		37 *	32	31 *		32 *	34	33 *		35 *
AVG. AUD. BY ¼ HR. %					20.4	21.7	23.6	23.3	20.1	20.3	20.3	21.0	20.1	20.4	20.6	20.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,540 17.4				18,980 24.4							
Program					← BUCK ROGERS-25TH CENTURY (OP) →				← COMMAND PERFORMANCE THE STARS SALUTE THE PRESIDENT(OP) →							
AVERAGE AUDIENCE (Households (000) & %)					10,500 13.5	13.1*		13.9*	11,510 14.8	15.0*		15.7*		15.1*		13.3*
SHARE OF AUDIENCE %					22	21 *		22 *	24	23 *		24 *		24 *		23 *
AVG. AUD. BY ¼ HR. %					[illegible]	13.0	13.6	14.2	14.9	15.1	15.6	15.8	[illegible]	[illegible]	13.6	[illegible]

EVE.THU. APR.2, 1981 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,350 22.3		18,360 23.6		15,250 19.6		14,080 18.1		16,180 20.8			
Program					BOSOM BUDDIES		MORK & MINDY (R)		BARNEY MILLER (R)		TAXI (R)(OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					14,630 18.8		16,030 20.6		13,380 17.2		13,070 16.8		12,140 15.6	15.9*		15.3*
SHARE OF AUDIENCE %					31		32		27		26		26	26 *		27 *
AVG. AUD. BY ¼ HR. %					17.6	20.1	20.3	20.8	16.9	17.5	16.6	17.0	16.0	15.8	15.6	15.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,180 20.8				19,990 25.7				16,960 21.8			
Program					← WALTONS (OP) →				← MAGNUM, P.I. →				← NURSE →			
AVERAGE AUDIENCE (Households (000) & %)					12,370 15.9	14.6*		17.1*	15,480 19.9	19.9*		20.0*	14,240 18.3	18.3*		18.2*
SHARE OF AUDIENCE %					25	24 *		27 *	31	31 *		31 *	31	30 *		32 *
AVG. AUD. BY ¼ HR. %					14.0	15.2	16.7	17.5	19.8	19.9	20.1	19.9	18.0	18.6	18.6	17.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,100 20.7				19,220 24.7							
Program					← PROJECT PEACOCK MY FATHER, THE CIRCUS KING(OP) →				← FLAMINGO ROAD SPECIAL (OP) →							
AVERAGE AUDIENCE (Households (000) & %)					11,280 14.5	14.1*		14.9*	12,990 16.7	15.9*		16.3*		17.1*		17.6*
SHARE OF AUDIENCE %					23	23 *		23 *	27	25 *		25 *		28 *		31 *
AVG. AUD. BY ¼ HR. %					14.2	13.9	14.6	15.2	15.9	15.9	16.2	16.3	16.7	17.5	17.7	17.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	56.4	58.6	59.1	60.3	60.3	62.4	63.5	64.8	64.7	65.4	64.1	64.1	62.9	61.3	59.4	56.6
WK. 2	52.6	54.8	55.9	57.7	59.6	61.9	63.6	64.3	63.5	64.9	64.4	64.0	61.7	60.1	58.8	56.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.27, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,230 17.0		12,290 15.8		14,860 19.1							
Program					BENSON (R)		I'M A BIG GIRL NOW (OP)		← ABC FRIDAY NIGHT MOVIE MR. MAJESTYK(R) →							
AVERAGE AUDIENCE (Households (000) & %)					11,750 15.1		11,200 14.4		8,950 11.5	10.8*		11.6*		11.6*		11.9*
SHARE OF AUDIENCE %					26		24		19	18 *		19 *		19 *		20 *
AVG. AUD. BY ¼ HR. %					14.7	15.6	14.5	14.3	10.6	11.0	11.6	11.6	11.6	11.6	11.8	11.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,100 20.7				25,130 32.3				28,630 36.8			
Program					← INCREDIBLE HULK (OP) →				← DUKES OF HAZZARD →				← DALLAS →			
AVERAGE AUDIENCE (Households (000) & %)					12,990 16.7	15.1*		18.3*	21,080 27.1	26.2*		28.0*	24,970 32.1	31.8*		32.4*
SHARE OF AUDIENCE %					29	26 *		31 *	46	44 *		47 *	54	53 *		56 *
AVG. AUD. BY ¼ HR. %					14.4	15.7	17.8	18.8	25.9	26.4	27.4	28.6	31.4	32.2	32.7	32.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					12,760 16.4		12,210 15.7						8,090 10.4			
Program					HARPER VALLEY		BRADY BRIDES (OP)		← NERO WOLFE (R)(SUS-OP) →				← NBC MAGAZINE →			
AVERAGE AUDIENCE (Households (000) & %)					11,670 15.0		10,660 13.7		7,620 9.8	9.6*		10.0*	6,070 7.8	7.9*		7.7*
SHARE OF AUDIENCE %					26		23		16	16 *		17 *	13	13 *		13 *
AVG. AUD. BY ¼ HR. %					14.7	15.3	14.1	13.3	9.3	9.8	10.1	10.0	7.9	7.8	7.7	7.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,330 19.7		13,770 17.7		13,300 17.1							
Program					BENSON		I'M A BIG GIRL NOW (R)(OP)		← ABC FRIDAY NIGHT MOVIE VAMPIRE(R) (9:00-10:51PM)(SUS-OP) (SUSTAINING 10:51-10:54PM) →							
AVERAGE AUDIENCE (Households (000) & %)					13,460 17.3		12,210 15.7		7,620 9.8	10.7*		9.8*		9.3*		9.2*
SHARE OF AUDIENCE %					29		26		16	17 *		16 *		16 *		17 *
AVG. AUD. BY ¼ HR. %					16.9	17.7	15.8	15.6	11.2	10.2	9.9	9.7	9.4	9.3	9.2	9.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,190 22.1				25,360 32.6				28,470 36.6			
Program					← INCREDIBLE HULK (OP) →				← DUKES OF HAZZARD →				← DALLAS →			
AVERAGE AUDIENCE (Households (000) & %)					12,600 16.2	14.5*		17.9*	21,320 27.4	26.2*		28.5*	23,340 30.0	29.8*		30.1*
SHARE OF AUDIENCE %					27	25 *		30 *	44	43 *		46 *	53	51 *		55 *
AVG. AUD. BY ¼ HR. %					14.2	14.8	17.4	18.4	25.1	27.3	28.1	28.9	29.8	29.7	29.9	30.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,320 18.4		13,540 17.4		13,930 17.9				10,270 13.2			
Program					HARPER VALLEY		BRADY BRIDES (OP)		← NERO WOLFE (SUS-OP) →				← NBC MAGAZINE →			
AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6		11,830 15.2		10,580 13.6	13.4*		13.9*	7,240 9.3	10.0*		8.6*
SHARE OF AUDIENCE %					28		25		22	22 *		23 *	16	17 *		16 *
AVG. AUD. BY ¼ HR. %					16.8	16.5	15.3	15.2	13.2	13.5	13.7	14.0	10.3	9.7	8.6	8.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.3	53.1	53.4	55.2	56.4	58.1	58.6	59.0	58.6	59.3	59.8	60.2	59.7	59.7	59.1	57.4
WK. 2	52.1	55.0	55.7	57.6	58.5	59.7	60.3	60.8	61.0	62.2	61.7	61.3	58.6	57.5	55.5	54.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. APR.3, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.28, 1981

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					17,190				22,480				18,980			
TOTAL AUDIENCE (%)					22.1				28.9				24.4			
Program					EIGHT IS ENOUGH				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000))					12,140				18,520				15,090			
AVERAGE AUDIENCE (%)					15.6	13.7*		17.5*	23.8	23.4*		24.1*	19.4	19.6*		19.3*
SHARE OF AUDIENCE %					27	25 *		30 *	41	40 *		42 *	37	37 *		37 *
AVG. AUD. BY ¼ HR. %					12.8	14.6	16.9	18.1	22.8	24.1	24.2	24.0	20.1	19.0	19.2	19.4

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					12,680		15,250						12,210			
TOTAL AUDIENCE (%)					16.3		19.6						15.7			
Program					WKRP IN CINCINNATI		CBS NEWS SPECIAL INSIDE HOLLYWOOD: THE MOVIE BUSINESS (OP)						RIKER			
AVERAGE AUDIENCE (Households (000))					10,810		8,870						9,340			
AVERAGE AUDIENCE (%)					13.9		11.4	11.9*		11.2*		11.0*	12.0	11.4*		12.7*
SHARE OF AUDIENCE %					25		20	21 *		19 *		19 *	23	21 *		25 *
AVG. AUD. BY ¼ HR. %					13.8	14.0	12.1	11.7	11.7	10.7	11.1	10.9	11.1	11.7	12.6	12.8

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					14,940				15,330							
TOTAL AUDIENCE (%)					19.2				19.7							
Program					BARBARA MANDRELL (OP)				HILL STREET BLUES (R)(OP)							
AVERAGE AUDIENCE (Households (000))					11,360				9,410							
AVERAGE AUDIENCE (%)					14.6	14.4*		14.7*	12.1	11.3*		12.2*		12.7*		12.0*
SHARE OF AUDIENCE %					26	26 *		25 *	22	20 *		21 *		24 *		23 *
AVG. AUD. BY ¼ HR. %					14.5	14.3	14.8	14.6	11.0	11.5	11.9	12.5	13.1	12.3	12.2	11.8

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					16,030				27,000							
TOTAL AUDIENCE (%)					20.6				34.7							
Program					EIGHT IS ENOUGH (OP)				LOVE BOAT (R)							
AVERAGE AUDIENCE (Households (000))					12,140				19,920							
AVERAGE AUDIENCE (%)					15.6	14.0*		17.1*	25.6	23.4*		25.8*		26.5*		26.6*
SHARE OF AUDIENCE %					27	24 *		29 *	45	40 *		44 *		47 *		50 *
AVG. AUD. BY ¼ HR. %					13.3	14.7	16.8	17.5	22.7	24.1	25.8	25.7	26.2	26.8	27.0	26.2

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					13,620		11,050		10,500				9,730			
TOTAL AUDIENCE (%)					17.5		14.2		13.5				12.5			
Program					WKRP IN CINCINNATI		FLO (OP)		THAT'S MY LINE				RIKER			
AVERAGE AUDIENCE (Households (000))					11,670		10,110		7,550				6,920			
AVERAGE AUDIENCE (%)					15.0		13.0		9.7	9.9*		9.5*	8.9	8.9*		9.0*
SHARE OF AUDIENCE %					26		22		17	17 *		16 *	16	16 *		17 *
AVG. AUD. BY ¼ HR. %					14.9	15.1	12.9	13.1	10.0	9.9	9.3	9.8	9.0	8.8	8.7	9.3

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					16,730				15,330							
TOTAL AUDIENCE (%)					21.5				19.7							
Program					BARBARA MANDRELL (OP)				HILL STREET BLUES (R)(OP)							
AVERAGE AUDIENCE (Households (000))					12,680				8,480							
AVERAGE AUDIENCE (%)					16.3	15.9*		16.7*	10.9	11.8*		11.0*		10.8*		10.1*
SHARE OF AUDIENCE %					28	28 *		28 *	19	20 *		19 *		19 *		19 *
AVG. AUD. BY ¼ HR. %					15.9	15.9	16.8	16.6	12.4	11.2	10.6	11.3	11.3	10.3	10.1	10.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	50.5	53.0	54.1	54.4	55.1	56.7	57.9	58.0	57.7	58.0	58.1	57.9	54.0	52.3	51.9	51.1
WK. 2	49.2	51.9	53.9	55.4	56.7	57.7	59.1	60.0	58.9	59.0	58.6	58.1	56.3	55.4	53.6	52.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. APR.4, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,520 7.1															
ABC TV program	ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)	5,370 6.9															
SHARE OF AUDIENCE %	15															
AVG. AUD. BY ¼ HR. %	6.9															
CBS TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
NBC TV TOTAL AUDIENCE (Households (000) & %)			12,060 15.5													
NBC TV program			← SATURDAY NIGHT → (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)			7,860 10.1	10.7*		10.1*										
SHARE OF AUDIENCE %			32	29 *		33 *										
AVG. AUD. BY ¼ HR. %			10.7	10.6	10.0	10.2	9.3	9.1								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,540 8.4															
ABC TV program	ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)	6,220 8.0															
SHARE OF AUDIENCE %	17															
AVG. AUD. BY ¼ HR. %	8.0															
CBS TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
NBC TV TOTAL AUDIENCE (Households (000) & %)			12,210 15.7													
NBC TV program			← SATURDAY NIGHT → (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)			7,080 9.1	10.1*		8.8*		8.0*								
SHARE OF AUDIENCE %			28	28 *		28 *		30 *								
AVG. AUD. BY ¼ HR. %			10.3	9.9	9.1	8.5	8.1	8.0								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	47.5	44.1	37.7	34.9	32.2	29.5	26.9	25.4	22.2	20.2	17.6	15.4	13.5	12.0	10.3	9.5
WK. 2	47.6	43.6	38.1	34.9	32.2	29.9	27.3	25.1	22.0	21.2	19.4	17.9	16.1	14.2	12.6	10.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.29, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))	16,570						23,650									
TOTAL AUDIENCE (%)	21.3						30.4									
Program	ABC MOVIE SPECIAL BENJI(R)(OP)						ABC SUNDAY NIGHT MOVIE LIVE AND LET DIE(R) (8:30-10:43PM)(SUS-OP) (SUSTAINING 10:43-10:56PM)									
AVERAGE AUDIENCE (Households (000))	10,040						15,090									
AVERAGE AUDIENCE (%)	12.9	10.6*		12.3*		15.7*	19.4	16.5*		19.1*		20.1*		21.3*		
SHARE OF AUDIENCE %	21	18 *		20 *		25 *	31	25 *		29 *		31 *		36 *		
AVG. AUD. BY ¼ HR. %	9.9	11.2	11.7	12.8	15.8	15.7	15.9	17.1	19.0	19.2	19.9	20.3	21.3	21.4	20.9	
CBS TV																
TOTAL AUDIENCE (Households (000))	27,230				17,430		18,360		23,420				18,830			
TOTAL AUDIENCE (%)	35.0				22.4		23.6		30.1				24.2			
Program	60 MINUTES				ARCHIE BUNKER'S PLACE		ALICE (OP)		JEFFERSONS				TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000))	22,170				15,720		16,260		19,610				15,950			
AVERAGE AUDIENCE (%)	28.5	27.8*		29.3*	20.2		20.9		25.2	24.7*		25.8*	20.5	20.6*		20.3*
SHARE OF AUDIENCE %	48	48 *		48 *	32		32		38	38 *		39 *	35	35 *		36 *
AVG. AUD. BY ¼ HR. %	26.4	29.2	29.6	29.0	20.1	20.2	20.5	21.4	24.3	25.1	26.0	25.6	21.1	20.1	20.6	20.1
NBC TV																
TOTAL AUDIENCE (Households (000))	13,930				18,980				17,430							
TOTAL AUDIENCE (%)	17.9				24.4				22.4							
Program	DISNEY'S WONDERFUL WORLD THAT DARN CAT, PART 1(R)				CHIPS (R)(OP)				BIG EVENT THE DUTCHESS AND THE DIRTWATER FOX(R) (SUS-OP)							
AVERAGE AUDIENCE (Households (000))	9,730				14,320				11,130							
AVERAGE AUDIENCE (%)	12.5	11.7*		13.3*	18.4	17.3*		19.6*	14.3	14.4*		14.3*		14.2*		14.1*
SHARE OF AUDIENCE %	21	20 *		22 *	29	27 *		30 *	23	22 *		22 *		24 *		25 *
AVG. AUD. BY ¼ HR. %	11.2	12.1	12.6	14.0	16.5	18.1	20.0	19.1	14.5	14.3	14.3	14.3	14.3	14.2	14.9	13.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))	18,980								28,090							
TOTAL AUDIENCE (%)	24.4								36.1							
Program	ABC MOVIE SPECIAL THE MAGIC OF LASSIE(OP)								MASADA PART I							
AVERAGE AUDIENCE (Households (000))	10,270								21,400							
AVERAGE AUDIENCE (%)	13.2	9.8*		11.5*		14.6*		16.8*	27.5	27.2*		28.5*		27.9*		26.5*
SHARE OF AUDIENCE %	21	16 *		18 *		23 *		25 *	41	39 *		41 *		42 *		43 *
AVG. AUD. BY ¼ HR. %	9.9	9.7	10.9	12.0	14.4	14.8	16.0	17.7	26.5	27.8	28.6	28.4	28.1	27.7	27.1	25.8
CBS TV																
TOTAL AUDIENCE (Households (000))	27,310				18,280		23,030				17,120		17,740			
TOTAL AUDIENCE (%)	35.1				23.5		29.6				22.0		22.8			
Program	60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)				ALICE		TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000))	21,860				16,800		16,030				15,950		14,550			
AVERAGE AUDIENCE (%)	28.1	27.6*		28.6*	21.6		20.6	20.3*		20.9*	20.5		18.7	19.1*		18.3*
SHARE OF AUDIENCE %	46	46 *		45 *	34		30	30 *		30 *	29		29	29 *		30 *
AVG. AUD. BY ¼ HR. %	26.3	28.8	29.0	28.3	21.7	21.6	19.8	20.8	21.1	20.7	20.2	20.8	19.2	19.1	18.6	18.1
NBC TV																
TOTAL AUDIENCE (Households (000))	15,250				18,980				16,260							
TOTAL AUDIENCE (%)	19.6				24.4				20.9							
Program	DISNEY'S WONDERFUL WORLD THAT DARN CAT, PART 2(R)				CHIPS (OP)				BIG EVENT THE SACKETTS, PART 1(R) (SUS-OP)							
AVERAGE AUDIENCE (Households (000))	10,810				15,090				11,050							
AVERAGE AUDIENCE (%)	13.9	12.3*		15.4*	19.4	18.6*		20.2*	14.2	14.7*		14.6*		14.2*		13.4*
SHARE OF AUDIENCE %	23	21 *		24 *	30	29 *		30 *	21	21 *		21 *		21 *		22 *
AVG. AUD. BY ¼ HR. %	12.0	12.7	14.6	16.2	18.3	18.9	20.4	19.9	14.6	14.8	14.7	14.4	14.5	13.9	13.7	13.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	57.0	59.7	60.5	62.0	62.2	64.1	64.7	65.9	65.5	66.1	66.5	64.9	60.1	58.7	58.2	54.3
WK. 2	58.2	60.6	62.4	64.3	64.1	64.7	65.8	68.0	69.6	70.5	70.4	70.1	67.8	66.2	63.9	59.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. APR.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.29, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,200 5.4															
		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)		4,120 5.3															
SHARE OF AUDIENCE	%	12															
AVG. AUD. BY ¼ HR.	%	5.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,840 7.5															
		CBS SUNDAY NEWS-BRADLEY															
AVERAGE AUDIENCE (Households (000) & %)		5,760 7.4															
SHARE OF AUDIENCE	%	17															
AVG. AUD. BY ¼ HR.	%	7.4															
NBC TV TOTAL AUDIENCE (Households (000) & %)				3,350 4.3													
				← NBC LATE NIGHT MOVIE → COMEDY THEATER(R) (11:30-1:07AM) (SUSTAINING 1:07-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)				1,870 2.4	3.1*		2.3*		2.0*								
SHARE OF AUDIENCE	%			10	10 *		10 *		11 *								
AVG. AUD. BY ¼ HR.	%			3.1	3.1	2.3	2.3	2.1	1.9	1.9							

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		5,600 7.2															
		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)		5,290 6.8															
SHARE OF AUDIENCE	%	15															
AVG. AUD. BY ¼ HR.	%	6.8															
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,520 7.1															
		CBS SUNDAY NEWS-BRADLEY															
AVERAGE AUDIENCE (Households (000) & %)		5,130 6.6															
SHARE OF AUDIENCE	%	14															
AVG. AUD. BY ¼ HR.	%	6.6															
NBC TV TOTAL AUDIENCE (Households (000) & %)				2,180 2.8													
				← NBC LATE NIGHT MOVIE → COMEDY THEATER(R) (11:30-1:07AM) (SUSTAINING 1:07-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)				1,090 1.4	1.6*		1.3*		1.5*								
SHARE OF AUDIENCE	%			6	5 *		6 *		8 *								
AVG. AUD. BY ¼ HR.	%			1.8	1.3	1.2	1.4	1.4	1.5	1.4							

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	45.3	39.6	32.3	28.2	23.9	21.3	19.5	17.4	14.5	12.8	10.3	8.2	6.6	5.0	4.2	4.0
	WK. 2	46.9	39.6	31.8	27.4	23.4	20.8	18.8	17.1	14.7	13.1	10.7	8.6	7.4	6.2	5.3	5.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. APR.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.23-27, 1981

WEEK 1

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,130 6.6				5,060 6.5									
ABC TV	Program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
ABC TV	AVERAGE AUDIENCE (Households (000) & %)			4,050 5.2				4,280 5.5									
ABC TV	SHARE OF AUDIENCE %			26				26									
ABC TV	AVG. AUD. BY ¼ HR. %			5.3	5.1			5.4	5.6								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,970 5.1				3,890 5.0								4,980 6.4		5,210 6.7	
CBS TV	Program	MORNING-CHARLES KURALT				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	2,490 3.2	3.0*		3.4*	2,570 3.3	3.1*		3.6*					4,280 5.5		4,590 5.9	
CBS TV	SHARE OF AUDIENCE %	17	18 *		17 *	16	15 *		17 *					26		29	
CBS TV	AVG. AUD. BY ¼ HR. %	2.7	3.2	3.3	3.5	2.9	3.4	3.6	3.4					5.3	5.7	5.7	6.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,130 6.6				5,210 6.7						2,650 3.4		3,660 4.7	
NBC TV	Program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			3,970 5.1				4,280 5.5						2,260 2.9		3,190 4.1	
NBC TV	SHARE OF AUDIENCE %			26				26						14		20	
NBC TV	AVG. AUD. BY ¼ HR. %			5.0	5.1			5.5	5.5					2.8	3.1	4.1	4.2

WEEK 2

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,680 7.3				5,680 7.3									
ABC TV	Program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)> (SUS-OP)											
ABC TV	AVERAGE AUDIENCE (Households (000) & %)			3,970 5.1				4,750 6.1									
ABC TV	SHARE OF AUDIENCE %			24				28									
ABC TV	AVG. AUD. BY ¼ HR. %			5.2	5.0			6.4	5.9								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,660 4.7				3,730 4.8								4,510 5.8		4,900 6.3	
CBS TV	Program	MORNING-CHARLES KURALT (MWTHF)(S)(OP)				CAPTAIN KANGAROO (MWTHF)(S)(OP)								JEFFERSONS M-F (MWF)(OP)(S)(OP)		ALICE-M-F (MWF)(OP)(S)(OP)	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	2,330 3.0	2.8*		3.3*	2,490 3.2	2.9*		3.5*					3,650 4.7		4,430 5.7	
CBS TV	SHARE OF AUDIENCE %	17	17 *		17 *	15	13 *		16 *					23		29	
CBS TV	AVG. AUD. BY ¼ HR. %	2.6	3.0	3.2	3.3	2.6	3.2	3.5	3.6					4.4	4.9	5.7	5.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)			6,070 7.8				5,910 7.6						3,190 4.1		3,500 4.5	
NBC TV	Program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			4,750 6.1				4,980 6.4						2,720 3.5		3,110 4.0	
NBC TV	SHARE OF AUDIENCE %			29				29						17		20	
NBC TV	AVG. AUD. BY ¼ HR. %			6.0	6.1			6.6	6.3					3.4	3.5	4.0	4.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	10.7	13.6	16.0	17.5	19.6	20.6	21.1	21.5	21.4	21.5	21.5	21.2	20.6	21.1	20.8	21.2
WK. 2	11.8	14.8	17.4	19.1	21.4	22.5	23.1	22.9	22.0	21.8	21.0	20.7	20.0	20.0	20.0	20.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.30-APR.3, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.--FRI. MAR.23-27, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)	6,070 7.8				5,680 7.3		5,370 6.9		8,560 11.0				8,480 10.9			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000) & %)	4,360 5.6	5.1*		6.0*	4,820 6.2		4,590 5.9		6,540 8.4	8.0*		8.9*	6,460 8.3	7.9*		8.6*
SHARE OF AUDIENCE %	25	24 *		26 *	25		24		32	30 *		34 *	31	30 *		32 *
AVG. AUD. BY ¼ HR. %	4.9	5.4	5.7	6.3	6.0	6.4	5.9	6.0	7.6	8.4	9.0	8.9	7.8	8.0	8.4	9.0
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,990 7.7		6,540 8.4				5,370 6.9		7,780 10.0				7,620 9.8			
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →			
AVERAGE AUDIENCE (Households (000) & %)	5,210 6.7		5,760 7.4				4,590 5.9		6,070 7.8	7.5*		8.0*	6,070 7.8	7.7*		7.9*
SHARE OF AUDIENCE %	31		32				24		29	28 *		30 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	6.5	6.9	7.4	7.5			5.8	6.1	7.5	7.6	7.8	8.2	7.6	7.8	8.0	7.9
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,900 6.3		4,200 5.4		2,800 3.6		3,890 5.0		6,070 7.8				5,130 6.6			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000) & %)	4,200 5.4		3,580 4.6		2,410 3.1		3,270 4.2		4,590 5.9	5.9*		6.0*	3,970 5.1	5.2*		4.9*
SHARE OF AUDIENCE %	25		20		12		17		22	22 *		23 *	19	20 *		18 *
AVG. AUD. BY ¼ HR. %	5.4	5.4	4.6	4.6	3.0	3.1	4.1	4.4	5.9	5.8	6.0	6.0	5.2	5.2	4.9	4.9
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)	5,450 7.0				4,900 6.3		5,290 6.8		8,090 10.4				8,170 10.5			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD (SUS-OP)>		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE >(SUS-OP) →			
AVERAGE AUDIENCE (Households (000) & %)	3,730 4.8	4.5*		5.1*	4,120 5.3		4,360 5.6		6,300 8.1	7.7*		8.5*	6,070 7.8	7.5*		8.2*
SHARE OF AUDIENCE %	23	23 *		24 *	22		23		31	30 *		33 *	30	29 *		32 *
AVG. AUD. BY ¼ HR. %	4.3	4.6	5.0	5.2	5.0	5.6	5.6	5.7	7.2	8.1	8.6	8.4	7.4	7.7	8.0	8.3
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,680 7.3		6,380 8.2				5,450 7.0		7,860 10.1				7,780 10.0			
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)(SUS-OP)				SEARCH FOR TOMORROW		← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS >(SUS-OP) →			
AVERAGE AUDIENCE (Households (000) & %)	4,900 6.3		5,600 7.2				4,590 5.9		5,910 7.6	7.3*		7.9*	6,070 7.8	7.7*		7.9*
SHARE OF AUDIENCE %	32		34				25		29	28 *		30 *	29	30 *		29 *
AVG. AUD. BY ¼ HR. %	6.1	6.4	7.0	7.4			5.8	5.9	7.1	7.5	7.7	8.2	7.6	7.8	7.9	7.9
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,360 5.6		3,970 5.1		2,720 3.5		3,660 4.7		5,840 7.5				4,820 6.2			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES (TU-F)(OP) →				← ANOTHER WORLD (TU-F)(OP)(SUS-OP) →			
AVERAGE AUDIENCE (Households (000) & %)	3,660 4.7		3,420 4.4		2,330 3.0		3,030 3.9		4,280 5.5	5.4*		5.5*	3,660 4.7	4.6*		4.6*
SHARE OF AUDIENCE %	24		21		12		16		22	21 *		22 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	4.7	4.8	4.3	4.5	3.0	3.1	3.9	3.9	5.5	5.4	5.5	5.6	4.6	4.7	4.7	4.6
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	21.4	22.2	22.4	23.5	24.7	25.6	24.3	24.7	25.6	26.4	26.1	26.2	26.3	26.6	27.1	28.0
WK. 2	19.9	20.5	20.7	22.0	24.1	25.4	24.4	24.7	25.7	26.3	25.8	26.0	25.7	26.7	27.0	28.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.--FRI. MAR.30-APR.3, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.23-27, 1981

WEEK 1

Network		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	11,130 14.3				4,200 5.4										10,660 13.7	
	Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	8,870 11.4	11.0*		11.8*	3,660 4.7										9,260 11.9	
	SHARE OF AUDIENCE %	38	38 *		38 *	16										22	
	AVG. AUD. BY ¼ HR. %	10.5	11.5	11.7	11.8	4.8	4.7									11.6	12.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,240 9.3				3,030 3.9										12,600 16.2	
	Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F (TU-F)(S)(OP)										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	5,600 7.2	7.2*		7.3*	2,570 3.3										11,050 14.2	
	SHARE OF AUDIENCE %	24	25 *		24 *	11										27	
	AVG. AUD. BY ¼ HR. %	7.2	7.2	7.4	7.2	3.1	3.6									14.0	14.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,900 6.3														10,270 13.2	
	Program	← TEXAS →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.5	4.4*		4.6*											9,100 11.7	
	SHARE OF AUDIENCE %	15	15 *		15 *											22	
	AVG. AUD. BY ¼ HR. %	4.3	4.4	4.4	4.8											11.4	12.0

WEEK 2

Network		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,110 13.0				3,810 4.9										11,200 14.4	
	Program	← GENERAL HOSPITAL (TU-F)(SUS-OP) →				EDGE OF NIGHT (TU-F)(SUS-OP)				(S)(OP) (SUS-OP)						ABC WORLD NEWS TONIGHT (TU-F)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	7,860 10.1	9.9*		10.3*	3,350 4.3										9,730 12.5	
	SHARE OF AUDIENCE %	36	36 *		36 *	15										24	
	AVG. AUD. BY ¼ HR. %	9.5	10.2	10.3	10.2	4.4	4.1									12.3	12.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,310 9.4				3,580 4.6										13,230 17.0	
	Program	← GUIDING LIGHT (TU-F)(OP)(SUS-OP) →				ONE DAY AT A TIME-M-F (TU-F)(SUS-OP)				(SUS-OP)						CBS EVENING NEWS-RATHER (TU-F)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	5,990 7.7	7.6*		7.7*	3,030 3.9										11,590 14.9	
	SHARE OF AUDIENCE %	28	28 *		27 *	14										28	
	AVG. AUD. BY ¼ HR. %	7.6	7.7	7.8	7.7	3.7	4.0									14.6	15.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,590 5.9														11,050 14.2	
	Program	← TEXAS (TU-F)(SUS-OP) →								(SUS-OP)						NBC NIGHTLY NEWS (TU-F)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	3,270 4.2	4.0*		4.3*											9,800 12.6	
	SHARE OF AUDIENCE %	15	15 *		15 *											24	
	AVG. AUD. BY ¼ HR. %	3.9	4.1	4.1	4.5											12.1	12.9

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	28.2	30.0	31.2	32.2	30.6	32.3	34.1	35.7	37.3	39.6	42.0	44.7	47.8	50.3	51.7	53.7
	WK. 2	28.8	30.9	32.1	33.2	32.6	34.0	35.6	37.9	40.0	42.2	44.4	47.2	51.4	54.0	54.9	56.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.30-APR.3, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.28, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45

WEEK 1

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					4,200 5.4		5,130 6.6		6,070 7.8		7,470 9.6		8,010 10.3		6,070 7.8	
Program					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,270 4.2		4,360 5.6		5,370 6.9		6,300 8.1		6,610 8.5		5,130 6.6	
SHARE OF AUDIENCE %					28		30		31		33		36		30	
AVG. AUD. BY ¼ HR. %					3.9	4.4	5.3	5.9	6.5	7.4	7.7	8.6	8.8	8.2	6.9	6.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					4,280 5.5		5,910 7.6		7,860 10.1		8,170 10.5		6,540 8.4		5,680 7.3	
Program					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,030 3.9		4,750 6.1		6,540 8.4		6,920 8.9		5,520 7.1		4,820 6.2	
SHARE OF AUDIENCE %					25		31		38		37		30		28	
AVG. AUD. BY ¼ HR. %					3.1	4.6	5.6	6.6	8.3	8.6	8.8	9.0	7.4	6.7	6.4	6.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,960 3.8		3,580 4.6		3,500 4.5		3,500 4.5		3,810 4.9		3,810 4.9	
Program					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,180 2.8		2,800 3.6		2,960 3.8		2,880 3.7		2,880 3.7		3,110 4.0	
SHARE OF AUDIENCE %					19		19		17		16		16		18	
AVG. AUD. BY ¼ HR. %					2.7	3.0	3.6	3.6	3.9	3.6	3.9	3.4	3.8	3.7	3.8	4.1

WEEK 2

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					3,660 4.7		4,590 5.9		5,760 7.4		6,220 8.0		7,310 9.4		7,240 9.3	
Program					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,960 3.8		3,810 4.9		4,900 6.3		5,060 6.5		5,760 7.4		6,070 7.8	
SHARE OF AUDIENCE %					27		26		30		29		33		34	
AVG. AUD. BY ¼ HR. %					3.3	4.2	4.5	5.2	6.0	6.6	6.5	6.5	7.2	7.7	7.9	7.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					4,050 5.2		5,600 7.2		6,690 8.6		7,240 9.3		5,130 6.6		4,980 6.4	
Program					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,880 3.7		4,590 5.9		5,680 7.3		5,840 7.5		4,510 5.8		4,280 5.5	
SHARE OF AUDIENCE %					25		30		35		34		26		24	
AVG. AUD. BY ¼ HR. %					3.3	4.1	5.4	6.5	7.0	7.5	7.6	7.3	5.8	5.9	5.5	5.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					3,190 4.1		4,750 6.1		4,360 5.6		4,670 6.0		5,520 7.1		5,060 6.5	
Program					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,650 3.4		3,890 5.0		3,890 5.0		4,050 5.2		4,590 5.9		4,120 5.3	
SHARE OF AUDIENCE %					24		26		24		24		26		23	
AVG. AUD. BY ¼ HR. %					3.0	3.8	4.9	5.0	5.0	5.0	5.1	5.4	5.9	5.8	5.3	5.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	7.1	8.2	9.3	11.6	14.1	16.5	19.0	20.2	21.7	22.9	23.9	24.5	24.1	23.5	22.3	22.3
WK. 2	7.0	8.3	9.6	11.9	13.8	16.2	18.5	20.3	20.4	21.5	21.9	22.4	22.4	23.0	23.1	22.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. APR.4, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.28, 1981

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,840 7.5		4,900 6.3		3,970 5.1		4,200 5.4									
Program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE GOLD BUG, PART 2		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	4,750 6.1		4,120 5.3		3,350 4.3		2,410 3.1	3.1*		3.0*						
SHARE OF AUDIENCE %	29		26		20		13	13 *		12 *						
AVG. AUD. BY ¼ HR. %	6.3	5.9	5.5	5.1	4.2	4.5	3.1	3.1	3.0	3.0						

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	4,750 6.1		4,750 6.1		4,590 5.9		4,900 6.3		4,670 6.0		3,420 4.4					
Program	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	4,050 5.2		3,810 4.9		3,810 4.9		4,050 5.2		3,580 4.6		2,650 3.4					
SHARE OF AUDIENCE %	24		23		22		22		19		13					
AVG. AUD. BY ¼ HR. %	5.1	5.2	5.2	4.7	4.9	4.9	5.0	5.4	4.3	4.8	3.7	3.1				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,730 4.8		3,350 4.3		3,190 4.1		4,050 5.2 (1)	11,900 15.3								7,700 9.9 (2)
Program	BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		JONNY QUEST (OP)			← NCAA CHAMP.SERIES-SAT-1 L.S.U. VS INDIANA →								
AVERAGE AUDIENCE (Households (000) & %)	3,030 3.9		2,960 3.8		2,490 3.2		3,810 4.9	6,770 8.7		8.0*		9.0*		9.8*		7,240 9.3
SHARE OF AUDIENCE %	18		18		15		22	35		33 *		37 *		39 *		33
AVG. AUD. BY ¼ HR. %	3.8	3.9	3.8	3.8	3.0	3.4	4.9	5.9	7.5	8.6	9.0	9.0	9.7	9.9	10.0	9.2

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	[illegible] 7.7		[illegible] 6.7		[illegible] 5.9		[illegible] 8.0									
Program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS ARTHUR THE KID		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	4,900 6.3		4,360 5.6		3,660 4.7		3,660 4.7	4.3*		5.2*						
SHARE OF AUDIENCE %	28		24		20		19	17 *		21 *						
AVG. AUD. BY ¼ HR. %	6.4	6.2	5.8	5.4	4.6	4.9	4.1	4.5	5.1	5.3						

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,130 6.6		5,840 7.5		5,680 7.3		5,060 6.5		5,370 6.9		3,810 4.9					
Program	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	4,360 5.6		4,750 6.1		4,750 6.1		4,280 5.5		4,120 5.3		3,110 4.0					
SHARE OF AUDIENCE %	24		26		26		22		21		16					
AVG. AUD. BY ¼ HR. %	5.5	5.8	5.9	6.3	6.4	5.9	5.4	5.5	5.2	5.4	4.1	3.8				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	4,590 5.9		4,980 6.4		4,360 5.6		3,420 4.4									
Program	BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		JONNY QUEST (OP)		DRAWING POWER									
AVERAGE AUDIENCE (Households (000) & %)	3,810 4.9		3,970 5.1		3,420 4.4		2,720 3.5									
SHARE OF AUDIENCE %	21		21		19		14									
AVG. AUD. BY ¼ HR. %	4.9	4.9	5.3	4.9	4.3	4.6	3.6	3.3								

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	21.9	21.1	21.3	21.3	21.5	22.3	23.5	24.6	24.1	24.9	25.1	25.4	25.6	26.1	27.1	27.7
WK. 2	23.1	23.7	23.8	23.9	23.6	23.4	24.3	24.9	24.7	25.8	25.4	25.2	24.6	25.4	26.3	27.3

U.S. TV Households: 77,800,000

(1)NCAA CHAMP.SERIES-PRE,NBC,(12:30-12:45PM)(S)

(2)NCAA CHAMP.SERIES-SPEC.,NBC,(2:45-3:04PM)(S)

For explanation of symbols, See page A.

DAY SAT. APR.4, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.28, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))			10,500						16,100							
TOTAL AUDIENCE (%)			13.5						20.7							
Program			PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
AVERAGE AUDIENCE (Households (000))			6,300						9,340							
AVERAGE AUDIENCE (%)			8.1	7.0*		7.8*		9.5*	12.0	11.6*		13.4*		10.9*		
SHARE OF AUDIENCE %			23	21 *		23 *		26 *	30	31 *		35 *		25 *		
AVG. AUD. BY ¼ HR. %			6.6	7.4	7.6	8.0	9.2	9.8	10.9	12.3	13.3	13.6	11.7	10.1		
CBS TV TOTAL AUDIENCE (Households (000))					3,660				6,380						9,490	
TOTAL AUDIENCE (%)					4.7				8.2						12.2	
Program					HERITAGE GOLF CLASSIC-SAT				CBS SPORTS SPECTACULAR						CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000))					2,410				3,660						8,320	
AVERAGE AUDIENCE (%)					3.1	3.3*		2.9*	4.7	4.2*		5.2*			10.7	
SHARE OF AUDIENCE %					9	10 *		8 *	13	12 *		14 *			22	
AVG. AUD. BY ¼ HR. %					3.5	3.0	2.9	3.0	3.9	4.4	4.7	5.7			10.8	10.5
NBC TV TOTAL AUDIENCE (Households (000))	15,870								7,470		4,900				6,380	
TOTAL AUDIENCE (%)	20.4								9.6		6.3				8.2	
Program	NCAA CHAMP. SERIES-SAT-2 NORTH CAROLINA VS VIRGINIA (3:04-5:07PM)(OP)(+OP)								NCAA CHAMP. SERIES-POST (5:07-5:30PM) (OP)		KEMPER OPEN-SAT.				NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000))	9,490								6,150		2,650				5,520	
AVERAGE AUDIENCE (%)	12.2	10.3*		11.5*		12.6*		14.0*	7.9		3.4	3.2*		3.5*	7.1	
SHARE OF AUDIENCE %	37	35 *		35 *		38 *		39 *	23		9	9 *		9 *	15	

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))	[illegible]		[illegible]						[illegible]							
TOTAL AUDIENCE (%)	5.9		14.3						18.7							
Program	JUNIOR SUPERSTARS		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
AVERAGE AUDIENCE (Households (000))	3,190		6,610						7,310							
AVERAGE AUDIENCE (%)	4.1		8.5	7.0*		8.7*		9.9*	9.4	8.5*		9.5*		10.2*		
SHARE OF AUDIENCE %	14		26	23 *		26 *		29 *	25	24 *		25 *		24 *		
AVG. AUD. BY ¼ HR. %	3.8	4.5	6.6	7.3	8.2	9.3	9.7	10.1	8.5	8.5	9.2	9.9	10.2	10.3		
CBS TV TOTAL AUDIENCE (Households (000))					10,660										8,870	
TOTAL AUDIENCE (%)					13.7										11.4	
Program					CBS SPORTS SPEC. SP. ED. (4:00-6:12PM)										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000))					4,050										7,240	
AVERAGE AUDIENCE (%)					5.2	4.3*		4.4*		5.3*		5.9*			9.3	
SHARE OF AUDIENCE %					15	13 *		13 *		15 *		16 *			21	
AVG. AUD. BY ¼ HR. %					4.6	4.1	4.3	4.4	5.3	5.4	5.8	6.0	6.9		8.8	9.9
NBC TV TOTAL AUDIENCE (Households (000))					3,890		6,220								8,560	
TOTAL AUDIENCE (%)					5.0		8.0								11.0	
Program					BASEBALL PREVIEW '81		DINAH SHORE GOLF-SAT								NBC NIGHTLY NEWS-SAT	
AVERAGE AUDIENCE (Households (000))					3,030		3,190								6,690	
AVERAGE AUDIENCE (%)					3.9		4.1	3.6*		4.2*		4.6*			8.6	
SHARE OF AUDIENCE %					12		12	11 *		13 *		13 *			19	
AVG. AUD. BY ¼ HR. %					4.1	3.7	3.6	3.5	4.1	4.3	4.3	4.9			8.3	8.9

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	28.8	30.4	32.1	33.5	33.6	34.9	36.4	37.8	36.9	37.0	38.0	39.4	42.3	45.3	47.9	49.2
WK. 2	28.8	30.3	29.9	31.1	32.3	33.4	33.3	34.1	34.4	35.4	36.5	38.8	41.3	42.9	44.4	46.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. APR.4, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.29, 1981

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)															2,800 3.6	
	Program															KIDS ARE PEOPLE TOO ! (10:30-11:02AM)	
	AVERAGE AUDIENCE (Households (000) & %)															2,330 3.0	
	SHARE OF AUDIENCE %															12	
	AVG. AUD. BY ¼ HR. %															2.7	3.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)					930 1.2		1,320 1.7		4,980 6.4							
	Program					MIGHTY MOUSE/ HECKLE-JECKL (OP)		THREE ROBONIC STOOGES (OP)		←————	SUNDAY MORNING			————→		FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)					780 1.0		1,010 1.3		3,030 3.9	3.3*		3.9*		4.3*		
	SHARE OF AUDIENCE %					9		9		20	20 *		21 *		19 *		
	AVG. AUD. BY ¼ HR. %					.9	1.2	1.1	1.6	3.0	3.7	3.9	4.0	4.3	4.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)															3,030 3.9	
	Program															KIDS ARE PEOPLE TOO ! (10:30-11:06AM)	
	AVERAGE AUDIENCE (Households (000) & %)															2,330 3.0	3.0*
	SHARE OF AUDIENCE %															13	13 *
	AVG. AUD. BY ¼ HR. %															2.9	3.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					620 .8				6,540 8.4							
	Program					MIGHTY MOUSE/ HECKLE-JECKL (OP)		THREE ROBONIC STOOGES (OP)		←————	SUNDAY MORNING			————→		FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)					390 .5				3,810 4.9	4.2*		5.5*		5.1*		
	SHARE OF AUDIENCE %					5				24	23 *		25 *		23 *		
	AVG. AUD. BY ¼ HR. %					<<	.6			4.0	4.4	5.2	5.8	5.4	4.8		
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	4.2	5.7	6.6	8.0	10.4	12.5	13.7	15.6	17.0	17.8	18.6	19.8	22.9	24.1	24.4	24.8
	WK. 2	4.6	6.3	7.5	8.5	10.2	12.3	14.0	15.7	18.2	19.7	21.6	22.6	22.5	22.1	22.2	22.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. APR.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.29, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)	3,810 4.9		2,880 3.7		3,190 4.1								9,180 11.8			
Program	KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)						← SUPERSTARS (2:00-3:15PM) →			
AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1		2,330 3.0		2,720 3.5								5,290 6.8	6.1*		7.3*
SHARE OF AUDIENCE %	16		13		14								21	19 *		22 *
AVG. AUD. BY ¼ HR. %	4.0	4.2	3.1	2.9	3.6	3.5							5.5	6.6	7.3	7.3
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)			3,580 4.6						12,760 16.4							
Program			FACE THE NATION						← NBA ON CBS PHILADELPHIA VS BOSTON (1:00-3:27PM) →							
AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9						6,610 8.5	6.4*		8.8*		8.6*		8.9*
SHARE OF AUDIENCE %			18						27	25 *		29 *		26 *		26 *
AVG. AUD. BY ¼ HR. %			3.8	3.9					5.7	7.0	8.6	9.0	8.5	8.7	8.7	9.1
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)							4,430 5.7						5,840 7.5			
Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →				← KEMPER OPEN-SUN. (2:00-4:06PM) →			
AVERAGE AUDIENCE (Households (000) & %)							3,890 5.0						2,800 3.6	3.8*		3.5*
SHARE OF AUDIENCE %							22						10	12 *		10 *
AVG. AUD. BY ¼ HR. %							4.9	5.1					4.0	3.6	3.5	3.6
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)	2,880 3.7		2,330 3.0		4,050 5.2											
Program	KIDS ARE PEOPLE TOO II (11:08-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
AVERAGE AUDIENCE (Households (000) & %)	2,570 3.3		1,950 2.5		3,030 3.9											
SHARE OF AUDIENCE %	14		11		15											
AVG. AUD. BY ¼ HR. %	3.2	3.4	2.4	2.6	4.3	3.5										
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)			3,580 4.6						14,860 19.1							
Program			FACE THE NATION						← NBA PLAYOFF-GM.1 MILWAUKEE VS PHILADELPHIA CHICAGO VS BOSTON (1:00-3:39PM) →							
AVERAGE AUDIENCE (Households (000) & %)			2,720 3.5						7,620 9.8	6.4*		9.3*		10.1*		10.9*
SHARE OF AUDIENCE %			15						29	23 *		30 *		30 *		31 *
AVG. AUD. BY ¼ HR. %			3.4	3.6					5.7	7.2	8.7	9.9	9.9	10.2	11.0	10.8
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)							4,200 5.4								6,380 8.2	
Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →						SPORTSWORLD (2:30-4:30PM)	
AVERAGE AUDIENCE (Households (000) & %)							3,420 4.4								2,720 3.5	2.9*
SHARE OF AUDIENCE %							15								9	8 *
AVG. AUD. BY ¼ HR. %							4.1	4.7							2.9	2.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	24.8	25.2	24.1	23.6	24.1	24.7	24.0	24.7	26.0	27.1	28.6	30.2	31.5	32.9	33.6	34.1
WK. 2	23.3	22.9	23.1	24.1	24.6	26.2	27.3	28.2	28.9	30.2	31.5	33.5	35.0	36.1	36.9	36.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. APR.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.29, 1981

WEEK 1

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		10,740 13.8					12,990 16.7								6,920 8.9	
Program	(1)	← INTERNATIONAL BOXING →					← ABC WIDE WORLD-SPORTS SUN →								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		6,610 8.5		8.0*		10.0*	7,550 9.7	9.5*		9.7*		9.7*			5,840 7.5	
SHARE OF AUDIENCE %		23		22 *		27 *	24	25 *		25 *		23 *			15	
AVG. AUD. BY ¼ HR. %	7.4	6.5	7.7	8.4	9.8	10.3	9.7	9.3	9.3	10.1	9.3	10.1			7.6	7.5

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		8,010 10.3			9,340 12.0										9,800 12.6	
Program		(2) (→OP)	CBS SPORTS SPEC. SUN. ED. (3:27-4:12PM)(OP)(→OP)			← HERITAGE GOLF CLASSIC-SUN (4:12-6:00PM)(OP) →									CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		5,520 7.1		7.1*	4,670 6.0			5.9*		5.9*		6.0*			8,480 10.9	
SHARE OF AUDIENCE %		20		20 *	16			16 *		16 *		15 *			21	
AVG. AUD. BY ¼ HR. %	9.9	7.0	6.7	7.4	7.3	6.3	5.8	6.0	5.8	5.9	5.8	6.2			10.1	11.6

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					9,100 11.7										7,470 9.6	
Program	KEMPER OPEN-SUN. (2:00-4:06PM)(→OP)				← SPORTSWORLD (4:06-6:06PM)(OP) →										NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)		3.2*		3.7*	4,050 5.2	3.4*		5.1*		5.5*		6.0*			5,910 7.6	
SHARE OF AUDIENCE %		9 *		10 *	14	9 *		14 *		15 *		15 *			15	
AVG. AUD. BY ¼ HR. %	3.4	3.1	3.6	3.8	3.0	3.6	4.9	5.3	5.5	5.6	5.8	6.2	6.8		7.3	8.0

WEEK 2

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)			8,480 10.9				13,460 17.3								10,350 13.3	
Program			← AMERICAN SPORTSMAN →				← ABC WIDE WORLD-SPORTS SUN →								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)			5,450 7.0	6.2*		7.8*	7,550 9.7	9.6*		9.9*		9.6*			8,950 11.5	
SHARE OF AUDIENCE %			18	16 *		20 *	23	24 *		24 *		22 *			22	
AVG. AUD. BY ¼ HR. %			5.6	6.9	7.6	8.0	9.4	9.8	9.9	9.8	9.4	9.9			11.2	11.9

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)			16,030 20.6												10,660 13.7	
Program		(3) (→OP)	← NBA PLAYOFF-GM. 2 HOUSTON VS LOS ANGELES KANSAS CITY VS PORTLAND (3:39-6:14PM)(OF) →												CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		11.3*	7,860 10.1	9.9*		9.4*		9.0*		9.3*		11.2*			8,170 10.5	
SHARE OF AUDIENCE %		31 *	25	26 *		24 *		23 *		23 *		26 *			19	
AVG. AUD. BY ¼ HR. %	11.4	11.2	10.1	9.8	9.6	9.2	9.5	8.4	8.8	9.9	10.5	11.8	14.0		8.2	12.9

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							10,110 13.0								5,990 7.7	
Program	← SPORTSWORLD (2:30-4:30PM) →						← DINAH SHORE GOLF-SUN (4:30-6:35PM)(→OP) →								NBC NIGHTLY NEWS-SUN. (6:35-7:00PM) (OP)	
AVERAGE AUDIENCE (Households (000) & %)		3.2*		3.8*		4.2*	4,510 5.8	5.0*		5.0*		6.2*		6.7*	5,130 6.6	
SHARE OF AUDIENCE %		9 *		10 *		11 *	13	12 *		12 *		14 *		14 *	12	
AVG. AUD. BY ¼ HR. %	2.9	3.5	3.7	3.9	4.2	4.2	5.2	4.8	4.8	5.3	6.0	6.4	6.2	7.2	6.4	6.7

TV HOUSEHOLDS USING TV (See Def. 1)

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	35.1	35.3	35.7	37.6	37.9	38.4	39.2	39.9	40.6	41.6	42.6	45.0	47.6	49.5	50.5	53.0
WK. 2	37.1	37.2	36.7	37.0	38.0	39.5	40.8	40.9	42.0	43.1	44.2	46.2	51.2	52.1	55.3	57.5

U.S. TV Households: 77,800,000

(1)SUPERSTARS,ABC,(2:00-3:15PM)

(2)NBA ON CBS,PHIL. VS BOSTON,CBS,(1:00-3:27PM)

(3)NBA PLAYOFF-GM.1,MILWAUKEE VS PHILADELPHIA & CHICAGO VS BOSTON,CBS,(1:00-3:39PM)

For explanation of symbols, See page A.

DAY SUN. APR.5, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
ABC SHOW BUSINESS(S)	2	8.33- 9.33PM	→GRID								22,950	29.5	14,080	18.1	25		
			9.30													15.5	
ABC ABC SPECIAL REPORT-4(SUS)	2	10.33-11.01PM	10.30														
NBC NCAA CHAMP.SERIES-PRE-MO(S)	2	8.15- 8.22PM	8.15								17,350	22.3	13,620	17.5	24	17.5	
NBC NEWS UPDATE-2-MON(SUS)	1	10.01-10.02PM	10.00														
NBC NBC NEWS SPECIAL REPORT-2(SUS)	2	10.35-11.00PM	10.30														
EVENING TUESDAY																	
ABC ACADEMY AWARDS(S)	2	10.00-12.45AM	→GRID								36,720	47.2	24,120	31.0	58		
			11.00													31.6	
			11.15											31.0*	55*	30.4	
			11.30													30.5	
			11.45											29.8*	63*	29.1	
			12.00													28.3	
			12.15											28.0*	67*	27.6	
			12.30													26.7	
	2	12.45- 1.13AM	(SUS)														
NBC NEWS UPDATE-2-TUE(SUS)	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NEWS UPDATE-2-WED(SUS)		9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC NEWS UPDATE-2-M-F	2	9.57- 9.58PM	9.45								10,970	14.1	10,970	14.1	22	14.1	
EVENING FRIDAY																	
ABC FEATURETTE(SUS)	2	10.54-11.00PM	10.45														
NBC NEWS UPDATE-2-FRI(SUS)		9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	2	8.58- 8.59PM	8.45								13,850	17.8	13,850	17.8	30	17.8	
	1	9.58- 9.59PM	9.45	16,960	21.8	16,960	21.8	38	21.8								
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								9,100	11.7	9,100	11.7	20	11.7	
	1	9.31- 9.32PM	9.30	8,250	10.6	8,250	10.6	18	10.6								
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	8,710	11.2	8,710	11.2	19	11.2		9,570	12.3	9,570	12.3	21	12.3	
NBC NBC NEWS UPDATE-2-SAT.	2	9.44- 9.45PM	9.30								7,240	9.3	7,240	9.3	16	9.3	
	1	9.46- 9.47PM	9.45	8,250	10.6	8,250	10.6	18	10.6								
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	8.28- 8.29PM	8.15	11,440	14.7	11,440	14.7	23	14.7								
	2	8.58- 8.59PM	8.45								15,480	19.9	15,480	19.9	29	19.9	
ABC ABC SUNDAY MOVIE FILL(SUS)	1	10.56-11.00PM	10.45														
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,090	19.4	15,090	19.4	29	19.4								
	2	9.28- 9.29PM	9.15								13,540	17.4	13,540	17.4	25	17.4	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	11,050	14.2	11,050	14.2	22	14.2		12,680	16.3	12,680	16.3	24	16.3	

 U.S. TV HOUSEHOLDS: 77,800,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING SUNDAY-CONT'D																	
NBC NEWS UPDATE-2-SUN(SUS)	1	9.47- 9.48PM	9.45														
	2	9.51- 9.52PM	9.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	12,910	16.6	12,290	15.8	25	12.8	M-F	14,860	19.1	14,700	18.9	30	15.2	M-F
			9.45						17.3	M-TH						20.5	TU-TH
			10.30													18.2	MON.
ABC ABC NEWS:NIGHTLINE	2	>	11.30								7,550	9.7	6,150	7.9	27	9.6	M-F
			11.45											9.0*	26*	8.4	MWTHF
			12.00													8.5	MON.
			12.15													7.5	MON.
			1.30													4.2	TUE.
			1.45													3.8	TUE.
			2.00													3.2	TUE.
ABC ABC NEWS:NIGHTLINE M-TH	1	11.30-12.00MD	11.30	6,460	8.3	5,290	6.8	22	7.4	M-TH							
			11.45						6.1	M-TH							
ABC FRIDAYS	1	11.30-12.40AM	11.30	9,260	11.9	5,840	7.5	23	8.7	FRI.							
			11.45				8.3*	22*	7.9	FRI.							
			12.00						7.4	FRI.							
			12.15				6.9*	23*	6.5	FRI.							
			12.30						6.4	FRI.							

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
ABC CHARLIE'S ANGELS-12.00	1	12.00- 1.09AM	12.00	4,280	5.5	2,960	3.8	18	4.3	THU.							
	2	12.00- 1.08AM	12.00								4,980	6.4	3,350	4.3	22	4.6	THU.
			12.15				4.1*	17*	3.9	THU.				4.4*	19*	4.1	THU.
			12.30						3.7	THU.						4.5	THU.
			12.45				3.6*	19*	3.5	THU.				4.4*	24*	4.4	THU.
			1.00						3.2	THU.						3.8	THU.
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	4,280	5.5	2,800	3.6	18	4.4	MON.							
			12.15				4.1*	18*	3.8	MON.							
			12.30						3.4	MON.							
			12.45				3.3*	19*	3.2	MON.							
			1.00						3.1	MON.							
ABC FRIDAYS	2	12.00- 1.12AM	12.00								9,020	11.6	5,290	6.8	25	8.3	FRI.
			12.15											7.8*	25*	7.4	FRI.
			12.30													6.8	FRI.
			12.45											6.5*	25*	6.2	FRI.
			1.00													5.0	FRI.
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	4,430	5.7	3,190	4.1	20	4.3	WED.	6,220	8.0	4,430	5.7	28	6.2	WED.
			12.15				4.2*	18*	4.1	WED.				6.1*	26*	5.9	WED.
			12.30						4.2	WED.						5.7	WED.
			12.45				4.1*	23*	3.9	WED.				5.6*	31*	5.5	WED.
			1.00						3.9	WED.						5.0	WED.
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.00- 1.11AM	12.00	4,820	6.2	2,720	3.5	18	4.5	TUE.							
			12.15				4.1*	17*	3.8	TUE.							
			12.30						3.2	TUE.							
			12.45				3.1*	18*	3.1	TUE.							
			1.00						3.0	TUE.							
ABC MONDAY MOVIE-WEEK-PART 1(S) CONT'D	2	12.16- 1.27AM	12.15								4,360	5.6	2,720	3.5	18	4.1	MON.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC MONDAY MOVIE-WEEK-PART 1(S)-CONT'D			12.30													3.5	MON.
			12.45											3.5*	17*	3.5	MON.
			1.00													3.2	MON.
			1.15											3.2*	20*	3.3	MON.
ABC POLICE STORY		1.08- 1.55AM	1.00	3,030	3.9	2,570	3.3	26	3.6	WED.	3,500	4.5	3,110	4.0	31	4.1	WED.
			1.15				3.5*	25*	3.5	WED.				4.0*	29*	4.0	WED.
			1.30						3.1	WED.						3.9	WED.
			1.45				3.2*	28*	3.2	WED.				3.9*	33*	3.9	WED.
		1.55- 2.16AM	(SUS)														
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.31AM	1.00	2,570	3.3	2,410	3.1	24	2.9	TUE.							
			1.15						3.1	TUE.							
			1.30						3.2	TUE.							
	1	1.31- 2.02AM	(SUS)														
ABC MONDAY MOVIE-WEEK-PART 2(S)	2	1.27- 1.52AM	1.15								2,410	3.1	2,260	2.9	23	3.2	MON.
			1.30													3.0	MON.
			1.45													2.7	MON.
	2	1.52- 2.28AM	(SUS)														
CBS NEWSBREAK-M-F		>	8.45	12,910	16.6	12,910	16.6	26	16.9	M-F	11,900	15.3	12,060	15.5	24	15.0	TU-F
			9.00						15.6	WED.							
CBS CBS NEWS SPEC. RPT.11.30P(SUS)	2	11.30-12.02AM	11.30														MON.
CBS CBS NEWS SPEC.RPT.11.30P(S)	2	11.30-12.05AM	11.30								6,300	8.1	5,060	6.5	17	7.0	TUE.
			11.45											6.7*	17*	6.4	TUE.
			12.00													5.0	TUE.
CBS LATE MOVIE I		>	11.30	7,620	9.8	4,900	6.3	24	7.1	M-TH	6,150	7.9	4,280	5.5	21	6.6	MTUTH
			11.45				6.8*	22*	6.7	M-TH				6.4*	21*	6.3	THU.
			12.00						6.4	M-TH						5.8	MTUTH
			12.15				6.2*	26*	5.9	M-TH				5.7*	21*	5.5	MTUTH
			12.30						5.5	M-TH						5.3	MTUTH
			12.45						4.2	M-TH				5.2*	21*	5.1	MTUTH
			1.00													4.8	M & TU
			1.15													3.5	M & TU
		VARIOUS TIMES	(SUS)														
CBS NBA ON CBS-FRI.(S)	1	11.30- 1.46AM	11.30	9,260	11.9	3,660	4.7	18	7.7	FRI.							
	2	11.30- 2.00AM	11.30								10,500	13.5	4,430	5.7	22	8.2	FRI.
			11.45				6.9*	18*	6.1	FRI.				7.6*	20*	7.1	FRI.
			12.00						5.3	FRI.						6.5	FRI.
			12.15				5.0*	16*	4.7	FRI.				6.3*	20*	6.0	FRI.
			12.30						4.1	FRI.						5.8	FRI.
			12.45				3.9*	16*	3.8	FRI.				5.7*	22*	5.5	FRI.
			1.00						3.5	FRI.						5.1	FRI.
			1.15				3.6*	18*	3.7	FRI.				4.8*	23*	4.6	FRI.
			1.30						3.8	FRI.						4.2	FRI.
			1.45						3.7	FRI.				4.1*	25*	3.9	FRI.
CBS NBA ON CBS-WED.(S)	2	11.30- 2.02AM	11.30								6,220	8.0	2,650	3.4	17	5.3	WED.
			11.45											5.0*	16*	4.7	WED.
			12.00													4.0	WED.

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NBA ON CBS-WED.(S)-CONT'D			12.15											3.7*	16*	3.4	WED.
			12.30													3.3	WED.
			12.45											3.1*	17*	2.8	WED.
			1.00													2.4	WED.
			1.15											2.5*	18*	2.6	WED.
			1.30													2.8	WED.
			1.45											2.7*	23*	2.6	WED.
			2.00													1.7	WED.
CBS LATE MOVIE II		>	12.30	4,050	5.2	3,350	4.3	28	4.8	M-TH	3,890	5.0	3,190	4.1	28	5.0	MTUTH
			12.45						4.5	M-TH				4.8*	27*	4.6	THU.
			1.00						4.2	M-TH						4.6	MTUTH
			1.15				4.2*	30*	4.1	M-TH						4.0	MTUTH
			1.30													3.9	M & TU
			1.45											3.7*	29*	3.7	M & TU
			2.00													3.6	TUE.
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	10,970	14.1	10,970	14.1	22	14.1	M-F	11,750	15.1	11,750	15.1	23	15.1	TU-F
NBC NBC NEWS UPDATE-2-M-F	1	>	9.45	10,270	13.2	10,270	13.2	20	13.2	TU&TH							
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,180	11.8	5,840	7.5	26	8.7	M-F	8,560	11.0	4,980	6.4	20	7.9	M-F
			11.45				8.3*	26*	7.9	M-F				7.2*	20*	6.5	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
			12.00						7.0	M-F						6.1	M-F
			12.15				6.6*	26*	6.1	M-F				5.5*	20*	5.1	M-F
NBC MIDNIGHT SPECIAL		12.30- 2.00AM	12.30	6,150	7.9	3,110	4.0	20	5.5	FRI.	5,680	7.3	3,030	3.9	19	4.7	FRI.
			12.45				5.1*	21*	4.7	FRI.				4.5*	18*	4.4	FRI.
			1.00						4.2	FRI.						3.8	FRI.
			1.15				4.0*	20*	3.8	FRI.				3.8*	19*	3.9	FRI.
			1.30						3.0	FRI.						3.7	FRI.
			1.45				2.9*	19*	2.7	FRI.				3.4*	20*	3.1	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,350	4.3	2,720	3.5	19	4.0	M-TH	2,410	3.1	2,180	2.8	13	3.0	TU-TH
			12.45						3.0	M-TH						2.5	TU-TH
NBC TOMORROW COAST TO COAST-2	1	1.00- 1.56AM	1.00	2,260	2.9	1,790	2.3	18	2.5	M-TH							
	2	>	1.00								2,410	3.1	1,630	2.1	14	2.3	TU-TH
			1.15				2.4*	17*	2.4	M-TH				2.2*	13*	2.2	TU-TH
			1.30						2.1	M-TH						2.0	TU-TH
			1.45				2.0*	18*	1.9	M-TH				1.9*	16*	1.8	TU-TH
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC SPECIAL REPORT-5(SUS)	2	8.38- 9.15AM	8.30														TUE.
ABC ABC SPECIAL REPORT-6(SUS)	2	12.00-12.17PM	12.00														THU.
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,300	8.1	6,070	7.8	29	7.8	M-F	5,990	7.7	5,760	7.4	28	7.4	M-F
ABC ABC SPECIAL REPORT-1(SUS)	2	2.35- 2.40PM	2.30														MON.
ABC ABC SPECIAL REPORT-2(SUS)	2	2.42- 2.52PM	2.30														MON.
ABC ABC SPECIAL REPORT-3(SUS)	2	2.59- 8.33PM	2.45														MON.
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC SPECIAL REPORT-7(SUS)	2	3.09- 3.12PM	3.00														FRI.
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								8,790	11.3	5,370	6.9	20	6.4	WED.
			4.45											6.4*	20*	6.4	WED.
			5.00													7.3	WED.
			5.15											7.4*	20*	7.4	WED.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MORNING NEWS SPECIAL ED(S)	2	7.00-10.00AM	7.00								12,530	16.1	3,500	4.5	19	3.5	TUE.
			7.15											3.6*	18*	3.8	TUE.
			7.30													4.3	TUE.
			7.45											4.5*	19*	4.7	TUE.
			8.00													5.1	TUE.
			8.15											4.9*	18*	4.7	TUE.
			8.30													4.6	TUE.
			8.45											4.5*	17*	4.5	TUE.
			9.00													4.5	TUE.
			9.15											4.9*	21*	5.3	TUE.
			9.30													5.1	TUE.
			9.45											4.8*	22*	4.6	TUE.
CBS JEFFERSONS-TUE-(B)	2	10.00-10.30AM	10.00								3,970	5.1	3,190	4.1	19	3.8	TUE.
			10.15													4.5	TUE.
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00								4,980	6.4	2,960	3.8	20	3.8	THU.
			10.15											3.8*	20*	3.8	THU.
			10.30													3.8	THU.
			10.45											3.9*	20*	4.0	THU.
CBS ALICE-TUE-(B)	2	10.30-11.00AM	10.30								3,970	5.1	3,580	4.6	23	4.5	TUE.
			10.45													4.7	TUE.
CBS CBS NEWS SPEC. RPT.-1142A(SUS)	2	11.42-11.45AM	11.30														TUE.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,980	6.4	4,820	6.2	26	6.2	M-F	5,210	6.7	5,060	6.5	30	6.5	M-F
CBS CBS NEWS SPEC. RPT.-2.38P(SUS)	2	2.38- 2.40PM	2.30														MON.
CBS CBS NEWS SPEC. RPT.-2.47P(SUS)	2	2.47- 2.49PM	2.45														MON.
CBS CBS NEWS SPEC. RPT.-2.53P(SUS)	2	2.53- 9.00PM	2.45														MON.
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,430	5.7	4,200	5.4	17	5.4	M-F	5,060	6.5	4,820	6.2	21	6.2	TU-F
CBS TOURN PLAYERS CHAMP-MON(S)	1	4.00- 5.00PM	4.00	3,420	4.4	2,260	2.9	9	2.9	MON.							
			4.15				2.7*	9*	2.6	MON.							
			4.30						2.9	MON.							
			4.45				3.1*	9*	3.2	MON.							
NBC DAYS OF OUR LIVE-MON-(B)	2	1.00- 2.00PM	1.00								5,210	6.7	3,810	4.9	16	4.9	MON.
			1.15											4.9*	17*	4.9	MON.
			1.30													4.9	MON.
			1.45											4.8*	16*	4.8	MON.
NBC ANOTHER WORLD-MON-(B)	2	2.00- 2.38PM	2.00								2,880	3.7	2,490	3.2	10	3.1	MON.
			2.15											3.2*	10*	3.3	MON.
			2.30													3.3	MON.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS SPECIAL REPORT-1(SUS)	2	2.38- 6.30PM	2.30														MON.
NBC NBC NIGHTLY NEWS SPECIAL(SUS)	2	6.30- 8.15PM	6.30														MON.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,810	4.9	3,660	4.7	30	4.7		3,270	4.2	3,270	4.2	27	4.2	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,540	8.4	6,300	8.1	34	8.1		6,220	8.0	5,910	7.6	33	7.6	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,130	6.6	4,750	6.1	27	6.1		6,150	7.9	5,760	7.4	32	7.4	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,360	5.6	3,660	4.7	23	4.7		4,590	5.9	3,890	5.0	22	5.0	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,970	5.1	3,730	4.8	29	4.8		3,660	4.7	3,270	4.2	26	4.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,680	7.3	5,370	6.9	34	6.9		5,370	6.9	5,060	6.5	32	6.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	7,080	9.1	6,850	8.8	38	8.8		6,300	8.1	6,070	7.8	36	7.8	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,370	6.9	4,900	6.3	27	6.3		4,900	6.3	4,590	5.9	26	5.9	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,820	6.2	4,430	5.7	26	5.7		4,670	6.0	4,280	5.5	24	5.5	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,050	5.2	3,970	5.1	24	5.1		4,590	5.9	4,430	5.7	24	5.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,890	5.0	3,500	4.5	21	4.5		5,520	7.1	5,060	6.5	27	6.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,730	4.8	3,660	4.7	21	4.7		4,980	6.4	4,590	5.9	25	5.9	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,360	5.6	4,050	5.2	21	5.2		4,200	5.4	3,810	4.9	20	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,360	5.6	3,730	4.8	19	4.8		4,430	5.7	4,050	5.2	20	5.2	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,650	3.4	2,490	3.2	20	3.2		3,730	4.8	3,730	4.8	31	4.8	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,720	3.5	2,650	3.4	18	3.4		3,580	4.6	3,500	4.5	23	4.5	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	2,570	3.3	2,570	3.3	15	3.3		3,890	5.0	3,810	4.9	23	4.9	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	2,880	3.7	2,650	3.4	14	3.4		4,050	5.2	3,970	5.1	23	5.1	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	2,960	3.8	2,880	3.7	16	3.7		4,360	5.6	4,120	5.3	23	5.3	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	3,110	4.0	2,960	3.8	17	3.8		3,580	4.6	3,580	4.6	20	4.6	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,030	3.9	2,880	3.7	17	3.7		3,890	5.0	3,810	4.9	21	4.9	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,420	4.4	3,270	4.2	20	4.2		3,660	4.7	3,580	4.6	19	4.6	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,800	3.6	2,570	3.3	15	3.3		3,420	4.4	3,190	4.1	18	4.1	
NBC NCAA CHAMP.SERIES-SPEC.(S)	1	2.45- 3.04PM	→GRID 3.00	7,700	9.9	7,240	9.3	33	9.6								
NBC NCAA CHAMP.SERIES-SAT-2(S)	1	3.04- 5.07PM	→GRID 5.00	15,870	20.4	9,490	12.2	37	12.6								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.02AM	→GRID	2,800	3.6	2,330	3.0	12	3.7								
	2	10.30-11.06AM	→GRID 11.00								3,030	3.9	2,330	3.0	13	3.0	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,270	4.2	3,190	4.1	16	4.1		2,800	3.6	2,650	3.4	15	3.4	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,570	3.3	2,330	3.0	13	3.0		2,330	3.0	2,180	2.8	12	2.8	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	860	1.1	780	1.0	8	1.0		470	.6	470	.6	5	.6	
CBS IN THE NEWS- 8.56AM-SUN.	1	8.56- 8.59AM	8.45	1,400	1.8	1,320	1.7	11	1.7								

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SUNDAY-CONT'D																	
CBS NBA ON CBS	1	1.00- 3.27PM	→GRID 3.15	12,760	16.4	6,610	8.5 10.2*	27 29*	10.6								
CBS NBA PLAYOFF-GM.1	2	1.00- 3.39PM	→GRID 3.30								14,860	19.1	7,620	9.8	29	11.9	
CBS CBS SPORTS SPEC. SUN. ED.(S)	1	3.27- 4.12PM	→GRID 4.00	8,010	10.3	5,520	7.1	20	7.1								
NBC KEMPER OPEN-SUN.(S)	1	2.00- 4.06PM	→GRID 4.00	5,840	7.5	2,800	3.6	10	3.7								
NBC DINAH SHORE GOLF-SUN(S)	2	4.30- 6.35PM	→GRID 6.30								10,110	13.0	4,510	5.8	13	8.2	

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